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CURRENT RESEARCH RECORD

The Organization of Wholesale Fruit and Vegetable Markets

in Chicago, Lincoln, Los Angeles,
Louisville, Milwaukee, New Orleans,
Oklahoma City, Omaha,
San Francisco-Oakland, Tulsa,
and Wichita



ERS-163

UNITED STATES DEPARTMENT OF AGRICULTURE
Economic Research Service
Marketing Economics Division

July 1964

THE ORGANIZATION OF WHOLESALE FRUIT AND VEGETABLE MARKETS

In Chicago, Lincoln, Los Angeles, Louisville, Milwaukee, New Orleans,
Oklahoma City, Omaha, San Francisco-Oakland, Tulsa, and Wichita

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Marketing Economics Division
Economic Research Service

This report describes in tabular form the organization and operation of 11 wholesale markets. It includes tables showing the buying, selling, and operating practices of the wholesalers and chains in the markets, and the changes that have taken place during the past 20 years. The information on which the report is based was obtained as part of a nationwide study of wholesale markets. The findings should give public agencies, and other firms in wholesale and shipping-point markets, farmers, and other interested citizens a better understanding of the forces at work in the marketing system for fresh fruits and vegetables. Moreover, these findings should provide a basis for making better decisions in adjusting to the changes taking place throughout the structure of marketing.

The basic data for the nationwide study were obtained in 1959 and 1960 by personal interviews with representatives of 2,600 wholesale firms in 52 markets throughout the United States. Most of the interviews were made by personnel of the U.S. Department of Agriculture, but assistance was generously given by many agricultural experiment stations. Those of Nebraska, Kentucky, Wisconsin, Louisiana, and Oklahoma furnished much information for this report.

This is the last report on this study of the organization of wholesale produce markets. Following is a list of all the markets included in the study and the reports in which they are described. These reports taken together make available on a comparable basis data on each of the 52 markets studied.

<u>Market</u>	<u>State</u>	<u>U.S. Dept. Agr., Mktg. Res. Rpt.</u>	<u>U.S. Dept. Agr., ERS-163 (this report)</u>	<u>Other</u>
Albany-Schenectady-Troy	N.Y.	562		Cornell A.E.Ext. 106
Albuquerque	N.Mex.	541		N.Mex. Res. Rpt. 43
Atlanta	Ga.			S.C. A.E. 249
Beckley-Mullins-Hinton	W.Va.	562		
Boston	Mass.	515		
Bluefield-Princeton	W.Va.	562		
Butte	Mont.	541		
Charleston	W.Va.	562		
Chicago	Ill.		X	
Clarksburg	W.Va.	562		
Columbia	S.C.			S.C. A.E. 251
Dallas-Ft. Worth	Tex.	558		
Denver	Colo.	541		
Detroit	Mich.	562		
Duluth-Superior	Minn.-Wis.	647		
Elkins	W.Va.	562		
El Paso	Tex.	541		N.Mex. Res. Rpt. 43
Fairmont	W.Va.	562		

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<u>Market</u>	<u>State</u>	U.S. Dept. Agr., Mktg. Res. Rpt.	U.S. Dept. Agr., ERS-163 (this report)	<u>Other</u>
Greenville	S.C.			S.C. A.E. 251
Houston	Tex.	558		
Huntington	W.Va.	562		
Lincoln	Nebr.		X	Nebr. DAE Rpt. No. 21
Little Rock	Ark.	558		
Los Angeles	Calif.		X	
Louisville	Ky.		X	Ky. Bul. 674
Martinsburg	W.Va.	562		
Miami	Fla.	593		
Milwaukee	Wis.		X	
Minneapolis-St. Paul	Minn.	647		
Morgantown	W.Va.	562		
New Orleans	La.		X	
New York	N.Y.	542		
Oklahoma City	Okla.		X	Okla. P-456
Omaha	Nebr.		X	Nebr. DAE Rpt. No. 21
Parkersburg	W.Va.	562		
Philadelphia	Pa.	559		
Piedmont	W.Va.	562		
Pittsburgh	Pa.	557		
Portland	Maine			Maine Farm Res., Jan. 1961
Raleigh	N.C.			S.C. A.E. 250
Salt Lake City	Utah	541		
San Francisco-Oakland	Calif.		X	
Seattle-Tacoma	Wash.	563		
Spokane	Wash.	563		
Tampa-St. Petersburg	Fla.	593		
Tulsa	Okla.		X	Okla. P-456
Washington	D.C.	524		
Wheeling	W.Va.	562		
Wichita	Kans.		X	
Williamson-Logan	W.Va.	562		
Winston-Salem	N.C.			S.C. A.E. 250

This report includes in tabular form information similar to that published for other markets. Terms used in the tables are defined in the appendix, page 125.

Information is presented on four major elements in the organization of these markets--market structure, marketing channels, marketing practices, and changes between the 1930's, 1948, and 1958-59. Throughout these tables, the volume figures refer to the total sales of each firm. In many cases, a substantial portion of the sales of one wholesaler are made to other wholesalers or chains in the same market. Thus, the total of the sales of individual firms is not the same as the net volume received or sold in the market. The tables on marketing channels show the amount of resales among firms in the market and the quantity received from outside each market. For example, table 5 for Chicago shows the total purchases from outside the market, the quantity bought or sold by Chicago firms which bypassed the market (i.e., was never physically received in Chicago), and the quantity actually received in or passing through the Chicago market.

An overall analysis of the organization of wholesale markets throughout the country, of the changes that have taken place in the past 30 years, and of the prospects for the years ahead has been published as:

The Structure of Wholesale Fruit and Vegetable Markets, by Alden C. Manchester, Agr. Econ. Rpt. 45, Washington, D.C., April, 1964.

Index to Tables

Subject	Chicago	Lincoln	Los Angeles	Louisville	Milwaukee	New Orleans	Oklahoma City	Omaha	San Francisco	Tulsa	Wichita
Market structure:											
Market areas.....	1	--	31	50	68	84	--	119	138	155	172
Size and type of firms.....	2	18	32	51	69	85	102	120	139	156	173
Commodity specialization.....	3	--	33	52	70	86	103	121	140	157	174
Ownership of other firms.....	4	--	34	53	--	87	104	122	141	--	--
Ownership by other firms.....	--	19	35	54	--	--	105	123	142	158	--
Marketing channels:											
Purchases from outside the market.....	5	20	36	55	71	88	106	124	143	159	175
Sales to local wholesalers.....	6	--	37	56	72	89	107	125	144	160	176
Sales to retail outlets.....	7	21	38	57	73	90	108	126	145	161	177
Out-of-town sales.....	8	22	39	58	74	91	109	127	146	162	178
Marketing practices:											
Methods of purchase.....	9	23	40	59	75	92	110	128	147	163	179
Delivery services.....	10	24	41	60	76	93	111	129	148	164	180
Prepackaging and repacking.....	11	25	42	61	77	94	112	130	149	165	181
Credit terms.....	--	--	43	62	--	95	113	131	150	166	182
Employees.....	12	26	44	63	78	96	114	132	--	167	183
Margins, brokerage rates.....	13	27	45	64	79	97	115	133	151	168	184
Changes:											
Number of firms.....	14	28	46	65	80	98	116	134	152	169	185
Direct receipts and total sales.....	15	--	47	--	81	99	117	135	--	--	--
Years in business.....	16	29	48	66	82	100	118	136	153	170	186
Change in sales.....	17	30	49	67	83	101	--	137	154	171	187

Table No.

Table 1.--Number of firms and volume handled, by market area and type of firm, Chicago wholesale produce market, 1958

Type of firm	Southwest market		South Water Broker Building 1/		Western Avenue Wood Street Terminal		West Randolph Street		South State Street		Other Chicago		Suburbs		Total	
	Firms		Firms		Firms		Firms		Firms		Firms		Firms		Firms	
	lots	Volume	lots	Volume	lots	Volume	lots	Volume	lots	Volume	lots	Volume	lots	Volume	lots	Volume
	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/	Total: 2/
Primary																
handlers:																
Receiver.....	27	12 18,359	--	--	--	--	--	--	1	1 3/	3	--	3/	--	--	31 13 19,379
Commission																
merchant....	27	11 21,768	--	--	--	--	--	--	--	--	3	--	62	--	--	30 11 21,830
Receiver-																
jobber.....	--	--	--	--	--	--	--	--	2	-- 3/	2	-- 3/	1	-- 3/	5	-- 719
Commission																
wholesaler.	5	-- 1,486	--	--	--	--	--	--	--	--	--	--	--	--	5	-- 1,486
Subtotal...	59	23 41,613	--	--	--	--	--	--	3	1 3/	8	--	695	1	-- 3/	71 24 43,414
Secondary																
handlers:																
Jobber.....	20	1 2,883	--	--	--	--	12	--	1,072	3	--	135	7	--	533	-- 42 1 4,623
Jobber (de-																
livery)....	6	1 1,494	--	--	--	--	13	--	952	9	--	759	3	--	784	19 -- 2,970 50 1 6,959
Service																
jobber.....	--	--	--	--	--	--	1	--	3/	--	--	1	-- 3/	7	1 3/	9 1 2,579
Secondary																
wholesaler.	10	3 2,880	--	--	--	--	--	--	--	--	--	--	--	--	--	10 3 2,880
Truck jobber:	--	--	--	--	--	--	--	--	--	--	--	--	3,044	34	--	911 90 -- 3,955
Purveyor,																
receiver	14	1 2,189	--	--	--	--	--	--	--	--	8	--	340	10	--	680 32 1 3,209
purveyor....																
Prepackager,	30	-- 1,642	--	--	--	--	--	--	--	--	--	1	-- 3/	6	5 3/	37 5 9,026
repacker....																
Subtotal...	80	6 11,088	--	--	--	--	26	--	2,137	12	--	894	76	--	5,175	76 6 13,937 270 12 33,231
Others:																
L.C.L. and																
mixed load																
shippers....	7	4 8,917	--	--	--	--	--	--	--	--	--	--	--	--	--	7 4 8,917
Importer and:																
itinerant																
trucker....	1	-- 3/	--	--	--	--	--	--	--	--	--	--	--	7	-- 3/	8 -- 938
Subtotal...	8	4 9,217	--	--	--	--	--	--	--	--	--	--	--	7	--	638 15 4 9,855
All wholesale																
handlers.....	147	33 61,918	--	--	--	--	26	--	2,137	15	1 1,560	84	--	5,870	84 6 15,015 356 40 86,500	
Brokers and																
agencies:																
Selling																
broker and:																
auction rep-	3	1 1,405	16	10 14,309	9	9 13,920	2	--	3/	--	--	8	6 10,243	1	1 3/	39 27 42,914
representative:																
Terminal	--	--	5	4 3/	--	--	--	--	--	--	--	--	--	1	-- 3/	6 4 4,760
broker.....																

--Continued

Table 1.--Number of firms and volume handled, by market area and type of firm, Chicago wholesale produce market, 1958

Type of firm	Southwest market		South Water 1/		Western Avenue Terminal		West Randolph Street		South State Street		Other Chicago		Suburbs		Total							
	Broker Building		Firms 1/		Wood Street		Firms		Firms		Firms		Firms		Firms							
	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume						
	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume	Total	Large:Volume						
	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/	2/						
Carlota dis-tributor...	3	3	4,080	6	3	6,248	6	5	6,746	--	--	--	2	2	3/	3	20	15	33,114			
Cooperative and import-ers sales	1	1	3/	2	--	3/	--	--	--	--	--	2	1	3/	1	1	6	3	8,741			
Auction.....	--	--	--	--	--	--	--	--	--	--	--	1	1	5,495	--	--	1	1	5,495			
Buying broker.....	5	2	3/	--	--	--	--	--	--	--	--	1	1	3/	--	--	6	3	3,564			
All brokers and agencies.	12	7	12,991	29	17	25,337	15	14	20,666	2	--	3/	--	14	11	3/	6	4	16,729	78	53	98,588
Chain, retail-er, coopera-tive.....	--	--	--	--	--	--	--	--	--	--	--	--	11	5	12,798	6	4	24,088	17	9	36,886	

1/ The South Water Broker Building has since closed and many of the firms moved to the new Chicago Produce Terminal at 28th and Ashland Streets.

2/ "Large" firms are those selling 500 or more carlots.

3/ Figure withheld to avoid disclosure of operations of individual firms.

Table 2.--Number of firms by size and type, and percentage of volume handled by each size and type, Chicago wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by-- 1/		
	Number	Quantity	Percentage of total market	Small	Medium	Large	Small	Medium	Large
	Firms	Carlots	Percent	Firms	Firms	Firms	Per-cent	Per-cent	Per-cent
Primary handlers:									
Receiver.....	31	19,379	9	5	13	13	3	20	77
Commission merchant...	30	21,830	10	11	8	11	4	11	85
Receiver-jobber.....	5	719	2/	4	1	--	3/	3/	--
Commission wholesaler..	5	1,486	1	1	4	--	3/	3/	--
Subtotal.....	71	43,414	20	21	26	24	4	19	77
Secondary handlers:									
Jobber.....	42	4,623	2	35	6	1	53	3/	3/
Jobber (delivery).....	50	6,959	3	40	9	1	48	3/	3/
Service jobber.....	9	2,579	1	4	4	1	16	3/	3/
Secondary wholesaler..	10	2,880	1	6	1	3	21	3/	3/
Truck jobber.....	90	3,955	2	90	--	--	100	--	--
Purveyor.....	30	3,209	2	25	5	--	45	55	--
Receiver-purveyor.....	2			--	1	1	--	43	57
Prepackager, repacker..	37	9,026	4	31	1	5	18	3/	3/
Subtotal.....	270	33,231	15	231	27	12	41	25	34
Others:									
Mixed load shipper....	1	8,917	4	--	--	1	--	--	100
L.C.L. shipper.....	6			2	1	3	4	3	93
Importer.....	1	938	2/	--	1	--	--	100	--
Itinerant trucker.....	7			7	--	--	100	--	--
Subtotal.....	15	9,855	4	9	2	4	9	5	86
All wholesale handlers..	356	86,500	39	261	55	40	18	20	62
Brokers and distributors:									
Selling broker.....	38	42,914	19	5	7	26	2/	6	94
Auction representative:	1			--	--	1	--	--	100
Terminal broker.....	6	4,760	2	--	2	4	--	3/	3/
Carlot distributor.....	20	33,114	15	--	5	15	--	6	94
Subtotal.....	65	80,788	36	5	14	46	2/	7	93
Sales agencies:									
Cooperative.....	4	8,741	4	2	1	1	4	15	81
Importer's.....	2			--	--	2	--	--	100
Subtotal.....	6	8,741	4	2	1	3	1	4	95
Others:									
Auction.....	1	5,495	2	--	--	1	--	--	100
Buying broker.....	6	3,564	2	3	--	3	7	--	93
All brokers and agencies:	78	98,588	44	10	15	53	1	6	93
Chains:									
National chain.....	2	3/	3/	--	--	2	--	--	100
Regional chain.....	2	3/	3/	--	--	2	--	--	100
Local chain:									
with warehouse.....	1	3/	3/	--	--	1	--	--	100
without warehouse...	9	3/	3/	8	--	1	35	--	65
Retailer cooperative....	3	6,017	3	--	--	3	--	--	100
All retail organizations:	17	36,886	17	8	--	9	2	--	98
Grand total.....	451	221,974	100	279	70	102	8	10	82

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Less than 0.5 percent. 3/ Withheld to avoid disclosure of information concerning individual firms.

Table 3.--Degree of specialization of wholesalers, by type of firm, Chicago wholesale produce market, 1958

Type of firm	Percent of each type of firm						
	Firms handling complete line of produce			Firms specializing in--			
	No speciali- zation	Some speciali- zation	Plus other types of food	Several commodity classes	One class of commodities	A single commodity	Several commodities of differ- ent classes
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	10	--	--	13	41	36	--
Commission merchant..	20	3	--	7	33	14	23
Receiver-jobber.....	--	--	--	--	19	47	34
Commission whole- saler.....	20	--	--	60	--	20	--
All primary handlers.....	14	1	--	13	33	27	12
Secondary handlers:							
Jobber.....	21	--	--	19	18	18	24
Jobber (delivery)...	70	--	--	8	12	10	--
Service jobber.....	78	11	--	--	--	--	11
Secondary wholesaler:	10	10	--	70	--	--	10
Truck jobber.....	69	--	--	18	--	4	9
Purveyor, receiver- purveyor.....	57	--	12	12	16	3	--
Prepackager, re- packer.....	--	--	--	3	--	70	27
All secondary handlers.....	49	1	1	15	7	16	11
Others:							
Mixed load shipper, and L.C.L. shipper..	86	--	--	14	--	--	--
Itinerant trucker, importer.....	--	--	--	47	40	--	13
All wholesale handlers.....	42	1	1	15	13	17	11
Brokers and agencies:							
Selling broker, auction representa- tive.....	10	--	--	18	20	49	3
Terminal broker.....	--	--	--	83	--	17	--
Carlot distributor..	5	--	--	10	25	60	--
Sales agencies.....	--	--	--	--	67	33	--
Buying broker.....	100	--	--	--	--	--	--
All brokers and agencies:	14	--	--	18	22	45	1

Percent of sales of each group of wholesalers by those handling a complete line:

Wholesale handlers.....38 percent

Brokers and agencies.....7

All wholesalers.....22

Table 4.--Chicago wholesale produce firms owning or controlling other firms in the produce business, 1958 1/

Type of firm owned or controlled	: : Primary : handlers	: Other : wholesale : handlers	: Brokers : and : agencies	: Total firms owning : or controlling : others
	: : <u>Firms</u>	: : <u>Firms</u>	: : <u>Firms</u>	: : <u>Firms</u>
Packinghouse or shipping firm..:	--	--	--	6
Farm.....:	2	1	2	5
In this market:				
Prepackager.....:	1	1	1	3
Another wholesale firm.....:	2	1	--	3
In other markets:				
Another wholesale firm.....:	1	1	--	2
Other.....:	--	2	3	5
Total.....:	6	6	12	24

1/ Including ownership or control by principals of firm.

Table 5.--Purchases from outside the market, by class of firm, Chicago wholesale produce market, 1958

Class of buyer	Direct from : shipping point: or port of : entry	Through sales : agencies or : brokers in : other cities :	From : local : growers :	Other : terminal : markets :	Imports : Total :	Volume bypassing : the Chicago : market :	Volume passing : through the : Chicago market :
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	72.4	1/	--	0.6	--	73.1	44.2
Sales agency.....	8.7	--	--	--	--	8.7	7.1
Auction.....	--	--	--	--	--	--	--
Shippers.....	2.3	--	1.1	--	--	3.4	2.0
Trucker, importer.....	.3	--	.4	--	.3	.9	.7
Receiver, commission merchant.....	33.2	--	1.0	--	--	34.2	33.6
Receiver-jobber, com- mission wholesaler.....	1.4	--	1/	--	--	1.4	1.4
Jobber, jobber (delivery) secondary wholesaler, : service jobber.....	1.4	1/	.5	--	--	1.8	1.8
Truck jobber.....	--	--	.1	--	--	.1	.1
Purveyor, receiver- purveyor.....	.1	--	1/	--	--	.1	.1
Repacker, prepacker..	6.1	--	.1	1/	--	6.3	6.3
All wholesalers.....	125.9	1/	3.2	.7	.3	130.1	97.5
Chain, retailer cooper- ative.....	20.7	--	.2	.1	--	21.0	21.0
Retailer, processor, eating place.....	.1	--	2.5	.1	--	2.7	2.7
Grand total.....	146.8	1/	5.9	.8	.3	153.8	121.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 7.--Wholesalers' sales to retail outlets, by class of firm, Chicago
wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain, retailer cooperative	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	4.9	0.4	0.7	1.5	7.4
Sales agency.....	2.3	--	<u>1/</u>	--	2.3
Auction.....	.8	--	--	--	.8
Shipper.....	.2	<u>1/</u>	.5	--	.8
Trucker, importer.....	.3	.1	--	--	.4
Receiver, commission merchant.....	6.0	7.0	.3	.4	13.7
Receiver-jobber, commis- sion wholesaler.....	<u>1/</u>	1.5	--	.2	1.7
Jobber, jobber (delivery): secondary wholesaler, service jobber.....	.4	8.2	.2	2.3	11.1
Truck jobber.....	--	3.6	<u>1/</u>	.2	3.8
Purveyor, receiver-pur- veyor.....	<u>1/</u>	.2	<u>1/</u>	2.4	2.6
Repacker, prepackager....	.9	1.5	---	.1	2.5
Total.....	15.9	22.5	1.8	7.0	47.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 8.--Wholesalers' out-of-town sales and total sales, by class of firm, Chicago
wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Total out-of-town sales	Sales in the market	Total sales
	Wholesaler	Chain, voluntary or cooperative group	Retailers	Eating places, institutional outlets			
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor..	43.4	9.2	--	2.0	54.5	26.5	81.0
Sales agency.....	1.0	.6	--	--	1.6	7.2	8.7
Auction.....	--	--	--	--	--	5.5	5.5
Shipper.....	5.7	1.5	--	.5	7.7	1.2	8.9
Trucker, importer...	.1	.4	--	--	.5	.5	.9
Receiver, commission merchant.....	4.0	5.0	--	--	9.0	32.2	41.2
Receiver-jobber, commission whole- saler.....	<u>1/</u>	.1	--	--	.2	2.0	2.2
Jobber, jobber (de- livery), secondary wholesaler, service jobber.....	1.4	1.5	0.3	--	3.2	13.8	17.0
Truck jobber.....	<u>1/</u>	.1	<u>1/</u>	--	.2	3.8	4.0
Purveyor, receiver- purveyor.....	.1	--	--	.3	.4	2.8	3.2
Repacker, prepacka- ger.....	.9	4.9	--	--	5.8	3.2	9.0
Total.....	56.6	23.3	.4	2.8	83.0	98.7	181.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 9.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase,
Chicago wholesale produce market, 1958

Type of firm	Consignment:	On joint account:	As broker:	Direct by phone or wire:	On consignment from railroads for salvage:	Through shipping point buying broker:	Personal contact: salaried buyer:	From shipping point farmers' market:	Own or affiliated farm or packing house:	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	10	1	1	25	--	28	--	1/	1/	100
Commission merchant....	81	3	--	7	--	5	--	--	--	100
Receiver-jobber.....	--	--	--	100	--	--	--	--	--	100
Service wholesaler, commission wholesaler..	64	--	--	--	36	--	--	--	--	100
Jobber.....	--	--	--	100	--	--	--	--	--	100
Jobber (delivery).....	9	--	--	74	--	11	--	6	--	100
Service jobber.....	--	--	--	93	--	7	--	--	--	100
Secondary wholesaler....	24	--	--	67	--	9	--	--	--	100
Purveyor, receiver-purveyor.....	100	--	--	6	--	94	--	--	--	100
Prepackager, repacker..	--	1	--	30	--	9	--	--	3	100
L.C.I. shipper, mixed load shipper.....	--	--	56	40	--	--	--	--	4	100
Importer, itinerant trucker.....	--	--	--	--	--	--	100	--	--	100
All wholesale handlers..	42	2	3	19	1	12	1	1/	1/	100

1/ Less than 0.5 percent.

Table 12.--Number of employees, by type and size of firm, Chicago
wholesale produce market, 1958

Type of firm	All firms		Small firms: 1/	Medium firms: 1/	Large firms 1/
	Firms	Employees	Employees	Employees	Employees
Receiver.....	31	348	34	127	187
Commission merchant....	30	412	31	59	322
Receiver-jobber.....	5	28	12	16	--
Service wholesaler, commission wholesaler..	5	41	6	35	--
Jobber.....	42	185	114	63	8
Jobber (delivery).....	50	415	219	179	17
Service jobber.....	9	97	25	43	29
Secondary wholesaler....	10	63	15	8	40
Purveyor, receiver-pur- veyor.....	32	185	90	80	15
Prepackager, repacker..	37	412	158	18	236
Truck jobber.....	90	147	147	--	--
Importer, itinerant- trucker.....	8	24	13	11	--
L.C.L. shipper, mixed load shipper.....	7	118	9	6	103
All wholesale handlers:	356	2,475	873	645	957
Selling broker, auction representative.....	35	120	1	14	105
Buying broker.....	6	13	3	--	10
Sales agency.....	6	41	10	1	30
Carlot distributor.....	19	94	--	11	83
Terminal broker.....	6	11	--	3	8
Auction.....	1	85	--	--	85
All brokers and agen- cies.....	73	364	14	29	321
Chain.....	8	445	--	--	445
Grand total.....	437	3,284	887	674	1,723

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 10.--Extent of delivery services by Chicago wholesale produce handlers, 1958

Type of firm	:Volume delivered as per-:			Percentage of		
	: Percentage of : centage of sales of-- :			deliveries by--		
	:firms providing:All firms :Firms making :	Firms' :	Hired :	Method		
	:delivery service: of this :	some :		trucks :	trucks :	unknown
	: type :	deliveries :				
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver.....	79	52	58	73	13	14
Commission merchant..	60	45	48	74	25	1
Receiver-jobber.....	70	55	72	100	--	--
Service wholesaler, : commission whole- :						
saler.....	80	49	52	--	100	--
Jobber.....	10	2	9	100	--	--
Jobber (delivery)....	100	87	87	90	10	--
Service jobber.....	100	49	49	100	--	--
Secondary wholesaler..	54	47	71	84	16	--
Purveyor, receiver- :						
purveyor.....	100	83	83	86	7	7
Prepackager, repacker:	72	14	15	33	60	7
L.C.L. shipper, mixed:						
load shipper.....	57	28	31	--	100	--
Importer, itinerant :						
trucker.....	100	74	74	100	--	--
Truck jobber.....	100	99	99	100	--	--
All wholesale handlers	79	47	53	74	17	9

Table 11.--Volume and number of items prepackaged or repacked, by type of firm, Chicago wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Total	Volume prepackaged or repacked
	One item	Two items	Three or more items		
	Firms	Firms	Firms	Firms	Carlots
Receiver.....	6	--	--	6	309
Commission merchant....	4	--	--	4	500
Receiver-jobber.....	1	--	--	1	<u>1</u> /
Service wholesaler, commission wholesaler.	3	--	--	3	29
Jobber.....	--	4	--	4	12
Jobber (delivery).....	4	3	4	11	373
Service jobber.....	--	2	1	3	295
Secondary wholesaler...	1	--	--	1	<u>1</u> /
Purveyor, receiver- purveyor.....	2	--	--	2	<u>1</u> /
Prepackager, repacker..	33	2	2	37	8,271
L.C.L. shipper, mixed- load shipper.....	2	--	--	2	<u>1</u> /
All wholesale handlers.	56	11	7	74	9,902
Retail organization....	2	---	2	4	739
Total.....	58	11	9	78	10,641

1/ Withheld to avoid disclosure of individual operations.

Table 13.--Target margins, brokerage and commission rates, Chicago wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Average brokerage or commission rate as percentage of sales price	Percentage of firms quoting a target margin	Percentage of firms quoting commission rate
	Percent	Percent	Percent	Percent
Receiver.....	9.9	10.1	28	44
Commission merchant..	13.0	10.3	27	77
Receiver-jobber.....	14.5	--	19	--
Service wholesaler, commission whole-				
saler.....	10.0	10.0	20	80
Jobber.....	12.4	10.0	59	5
Jobber (delivery)....	12.5	--	36	--
Service jobber.....	14.4	---	89	--
Secondary wholesaler..	10.3	10.0	39	19
Purveyor, receiver- purveyor.....	18.2	--	47	--
Prepackager, repacker:	18.6	10.0	32	6
Truck jobber.....	10.8	--	57	--
L.C.L. shipper, mixed load shipper.....	9.6	13.0	67	43
Selling broker, auction representative..	--	10.0	--	13

Table 14.--Number of firms, by type, Chicago wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver.....	302	275	188
Jobber.....	126	86	106
Repacker, prepackager.....	4	8	13
Truck jobber.....	4	6	52
Trucker.....	--	--	5
Importer, exporter.....	4	2	--
Shipper, packer.....	30	23	39
All wholesale handlers.....	470	400	403
Broker.....	42	37	39
Buying broker.....	9	12	11
Distributor, sales agency....	15	17	13
Auction.....	1	1	1
Brokers and agencies.....	67	67	64
All wholesalers.....	537	467	467
Chain.....	8	9	10
Wholesale grocer.....	2	9	3
Grand total.....	547	485	480

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 15.--Direct receipts and total sales, wholesale handlers, auction and retail organizations, Chicago wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots $\frac{1}{2}$</u>	<u>1958 rail carlots $\frac{1}{2}$</u>
Direct receipts by:		
Wholesale handlers.....	50,656	54,407
Auction.....	11,550	5,381
Retail organizations.....	13,251	26,718
Total.....	75,457	86,506
Total sales by:		
Wholesale handlers.....	63,086	79,013
Auction.....	11,550	5,381
Retail organizations.....	16,160	34,915
Total.....	90,796	119,309

$\frac{1}{2}$ Carlots of 30,286 pounds net weight.

Table 16.--Percentage of firms in business for specified periods, by type of firm, Chicago wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years: or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver.....	6	10	28	16	16	18	6	--	100
Commission merchant..	10	--	10	9	31	23	10	7	100
Receiver-jobber.....	--	--	--	34	47	19	--	--	100
Service wholesaler, commission wholesaler:	--	20	--	60	20	--	--	--	100
Jobber.....	5	8	25	27	26	--	2	7	100
Jobber (delivery)....	2	17	21	32	18	--	2	8	100
Service jobber.....	--	--	--	36	11	22	31	--	100
Secondary wholesaler..	--	19	19	--	10	19	23	10	100
Purveyor, receiver- purveyor.....	--	19	3	19	31	28	--	--	100
Prepackager, repacker:	6	24	26	17	22	5	--	--	100
Truck jobber.....	4	3	24	10	31	24	4	--	100
Importer, itinerant trucker.....	--	--	--	47	--	53	--	--	100
L.C.L. shipper, mixed: load shipper.....	--	--	29	42	--	29	--	--	100
Selling broker, auc- tion representative..	16	13	29	5	21	8	3	5	100
Terminal broker.....	--	17	17	66	--	--	--	--	100
Buying broker.....	67	--	33	--	--	--	--	--	100
Sales agency.....	--	--	--	--	--	25	50	25	100
Carlot distributor....	10	10	30	15	10	15	10	--	100
All wholesalers.....	6	10	21	18	22	15	5	3	100

Table 17.--Change in sales of wholesalers between 1948 and 1958, Chicago
produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	Pct.	Pct.	Pct.	
Receiver.....	56	20	24	100
Commission merchant..	48	--	52	100
Receiver-jobber.....	53	--	47	100
Service wholesaler, commission whole- saler.....	100	--	--	100
Jobber.....	11	43	46	100
Jobber (delivery)....	31	32	37	100
Service jobber.....	65	23	12	100
Secondary wholesaler..	36	52	12	100
Purveyor, receiver- purveyor.....	15	54	31	100
Prepackager, repacker:	31	26	43	100
Truck jobber.....	24	18	58	100
Importer, itinerant- trucker.....	47	13	40	100
L.C.L. shipper, mixed load shipper..	33	17	50	100
Selling broker, auction representative..	22	41	37	100
Terminal broker.....	20	20	60	100
Buying broker.....	--	100	--	100
Sales agency.....	67	--	33	100
Carlot distributor....	6	25	69	100
All wholesalers.....	30	27	43	100

Table 18.--Number of firms by size and type, and percentage of volume handled by
each size and type, Lincoln wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Volume handled	Small	Medium	Large	Small	Medium	Large
		Quantity				firms	firms	firms
	<u>Firms</u>	<u>Carlots</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Receiver-jobber.....	3	243	3	--	--	100	--	--
Service wholesaler..	2	--	1	--	1	11	--	89
Receiver-purveyor....	1	--	1	--	--	100	--	--
All wholesalers.....	6	1,275	5	--	1	33	--	67
Voluntary group.....	1	2/	--	--	1	--	--	100
Grand total 3/.....	7	2/	5	--	2	2/	--	2/

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Withheld to avoid disclosure of individual firm's operations. 3/ All firms handled a complete line of produce.

Table 19.--Lincoln produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Service wholesaler	Total Lincoln firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	1	1

Table 20.--Purchases from outside the market, by class of firm, Lincoln wholesale produce market, 1958

Class of buyer	Direct from : shipping point : or port of : entry	Through sales agencies : and brokers and : importers in other : cities	Other : terminal : markets	Local : growers	Total : <u>1/</u>
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Receiver-jobber, service wholesaler, purveyor.....	0.9	0.3	--	--	1.3
Chain.....	<u>3/</u>	<u>3/</u>	--	--	<u>3/</u>
Retailer, processor.....	--	--	.3	<u>2/</u>	.4
Grand total.....	<u>3/</u>	<u>3/</u>	.3	<u>2/</u>	<u>3/</u>

1/ Nothing bypassing the Lincoln market.

2/ Less than 50 carlots.

3/ Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 21.--Wholesalers' sales to retail outlets, by class of firm, Lincoln wholesale produce market, 1958

Class of seller	Type of retail outlet		Total
	Retail store peddler	Eating place, institution, military	
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Receiver-jobber, service wholesaler, purveyor.....	0.6	0.2	0.8

Table 22.--Wholesalers' out-of-town sales and total sales, by class of firm,
Lincoln wholesale produce market, 1958

Class of seller	Type of out-of-town buyer			Total out- of-town sales	Sales in the market	Total sales
	Wholesaler	Retailer	Eating place, institution, military			
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Receiver-jobber, service wholesaler, purveyor.....	1/	0.4	0.1	0.5	0.7	1.3

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 23.--Percentage distribution of shipping-point purchases made by each type of
firm, by method of purchase, Lincoln wholesale produce market, 1958

Type of firm	Direct by phone or wire	Through trucker buyer	Through own salaried buyer	Total
	Percent	Percent	Percent	Percent
All wholesale handlers....	6	7	87	100

Table 24.--Extent of delivery service by Lincoln wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as per- centage of sales of--		Percentage of deliveries by--		
		All firms of this type	Firms making some deliveries	Firms' trucks	Hired trucks	Other methods
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver-jobber....	100	100	100	79	--	21
Service wholesaler..	100	100	100	100	--	--
Receiver-purveyor..	100	95	95	--	100	--
Wholesale handlers..	100	99	99	91	5	4

Table 25.--Volume and number of items prepackaged or repacked, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Total	Volume prepackaged or repacked
	Two items	Three items	Four items		
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Carlots</u>
Receiver-jobber.....	1	--	1	2	<u>1/</u>
Service wholesaler.....	--	1	1	2	<u>1/</u>
Total.....	1	1	2	4	133

1/ Withheld to avoid disclosure of operation of individual firms.

Table 26.--Number of employees, by type and size of firm, Lincoln wholesale
produce market, 1958

Type of firm	All firms	Size of firm, by 1958 sales volume		
		Less than 200 carlots	200 to 499 carlots	500 or more carlots
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver-jobber.....	2	9	9	--
Service wholesaler.....	2	37	7	--
Receiver-purveyor.....	1	2	2	--
Grand total.....	5	48	18	--

Table 27.--Target margins, by type of firm, Lincoln wholesale produce
market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
All wholesale handlers.....	12.2	67

Table 28.--Number of firms, by type, Lincoln wholesale produce market,
1939, 1948 and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	6	4	3
Jobber.....	0	0	1
Truck jobber.....	1	5	2
All wholesalers.....	7	9	6
Chain.....	4	3	2
Wholesale grocer.....	1	1	0
Grand total.....	12	13	8

Table 29.--Percentage of firms in business for specified periods, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	1 to 4 years	10 to 19 years	20 to 29 years	Total
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Service wholesaler.....	50	--	50	100
Receiver-purveyor.....	--	100	--	100
Receiver-jobber.....	50	100	--	100
All wholesalers.....	20	60	20	100

Table 30.--Change in sales volume between 1948 and 1958, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales		
	Increased 10 percent or more	Decreased 10 percent or more	Total
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
All wholesalers.....	50	50	100

Table 31.--Number of firms and volume handled, by market area and type of firm, Los Angeles wholesale produce market, 1958

Type of firm	:North and East of :South and West of :						: 9th Street Market:						: Other Los Angeles:					
	: 7th Street Market:			: 7th Street Market :			: 9th Street Market:			: 9th Street Market:			: Suburbs					
	Firms	Volume	lots	Firms	Volume	lots	Firms	Volume	lots	Firms	Volume	lots	Firms	Volume	lots			
	Total:	Large:	Volume:	Total:	Large:	Volume:	Total:	Large:	Volume:	Total:	Large:	Volume:	Total:	Large:	Volume:			
	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/			
	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms			
	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots	lots			
Receiver, commis-	52	30	45,873	5	--	4/	8	3	4,593	40	26	31,348	2	2	4/	--	--	--
sion merchant....																		
Receiver-jobber,																		
commission whole-	12	--	2,930	--	--	--	4	1	1,300	10	2	2,350	5	--	165	3	--	750
saler.....																		
Service jobber,																		
secondary whole-																		
saler.....	--	--	--	4	--	1,100	--	--	--	--	--	--	--	--	--	--	--	--
Jobber.....	19	1	2,307	--	--	--	3	--	675	17	--	1,170	--	--	--	--	--	--
Jobber (delivery):	9	--	566	1	1	4/	7	--	478	2	1	4/	7	--	580	6	1	2,780
Truck jobber.....	--	--	--	--	--	--	--	--	--	--	--	--	25	--	1,850	41	--	1,274
Purveyor, receiver:																		
purveyor.....	--	--	--	3	--	270	3	--	4/	12	1	2,397	6	--	1,510	28	--	4/
Prepackager, re-																		
packer.....	10	1	2,450	--	--	--	--	--	--	--	--	--	5	--	1,000	7	1	1,400
Importer, exporter:	1	1	4/	8	3	4,525	--	--	--	2	2	4/	--	--	--	--	--	--
Buying broker.....	2	--	4/	2	--	4/	--	--	--	13	1	3,873	6	--	30	2	2	4/
Buying office.....	4	2	3,100	5	2	1,825	--	--	--	3	--	1,000	3	--	750	--	--	--
Packer-shipper....	--	--	--	--	--	--	2	2	4/	--	--	--	4	3	4/	--	--	--
Selling broker,																		
terminal broker,																		
carlot distribu-																		
tor.....	30	22	29,528	14	5	7,230	--	--	--	11	1	4/	2	1	4/	--	--	--
Sales agency.....	--	--	--	--	--	--	--	--	--	--	--	--	4	3	11,316	--	--	--
All wholesalers:	139	57	89,304	42	11	17,446	27	6	8,620	110	34	48,913	69	9	23,821	87	4	11,010
Chain.....	1	1	4/	1	1	4/	--	--	--	--	--	--	12	12	4/	--	--	--
Grand total....	140	58	4/	43	12	4/	27	6	8,620	110	34	48,913	81	21	4/	87	4	11,010

1/ "Large" firms are those selling 500 or more carlots.

2/ East of Alameda.

3/ Includes Central Market.

4/ Withheld to avoid disclosure of individual firm's operations.

Table 32.--Number of firms by size and type, and percentage of volume handled by each size and type, Los Angeles wholesale produce market, 1958

Type of firm	All firms			Distribution of			Percentage of volume		
	Volume handled			firms by size 1/			handled by--		
	Number:	Quantity:	Percentage of:	Small:	Medium:	Large:	Small:	Medium:	Large:
			total market				firms:	firms:	firms:
	Firms	Carlots	Pct.	Firms	Firms	Firms	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	66	48,692	19	7	30	29	1	21	78
Commission merchant:	41	34,705	14	3	6	32	1	5	94
Receiver-jobber.....	34	7,495	3	15	16	3	15	64	21
Subtotal.....	141	90,892	36	25	52	64	2	18	80
Secondary handlers:									
Jobber.....	39	4,152	2	35	3	1	68	3/	3/
Jobber (delivery)...	33	6,812	3	27	3	3	28	11	61
Service jobber.....	4	1,100	2/	--	4	--	--	100	--
Truck jobber.....	66	3,124	1	66	--	--	100	--	--
Purveyor.....	45	6,445	3	32	12	1	41	3/	3/
Receiver-purveyor...	5	962	2/	2	3	--	3/	2/	--
Prepackager, re-									
packer.....	22	4,850	2	15	5	2	15	3/	3/
Subtotal.....	214	27,445	11	177	30	7	42	27	31
Others:									
Mixed load shipper...	5	5,050	2	--	--	5	--	--	100
Packer-shipper.....	6	5,125	2	--	2	4	--	3/	3/
Importer.....	1}	2,475	1	{--	--	1	--	--	100
Commission importer:	5}			{5	--	--	100	--	---
Subtotal.....	17	12,650	5	5	2	10	5	3/	3/
All wholesale handlers:	372	130,987	52	207	84	81	11	19	70
Brokers and distri-									
butor:									
Selling broker.....	36	29,315	12	8	8	20	4	12	84
Terminal broker.....	12	5,443	2	--	9	3	--	52	48
Carlot distributor...	10	8,125	3	3	1	6	6	3/	3/
Sales agencies:									
Cooperative.....	3}			{--	1	2	--	14	86
Importer's.....	1}	11,316	5	{--	--	1	--	--	100
Others:									
Buying broker.....	25	7,253	3	9	13	3	5	57	38
Buying office.....	15	6,675	3	3	8	4	7	35	58
All brokers and	102	68,127	28	23	40	39	6	46	48
agencies.....									
Chains:									
National chain.....	2}			{--	--	2	--	--	100
Regional chain.....	2}	12,331	5	{--	--	2	--	--	100
Local chain:									
with warehouse....	10	31,757	13	--	--	10	--	--	100
without warehouse..	26	6,500	3	7	19	--	16	84	--
All retail organiza-	40	50,588	20	7	19	14	2	11	87
tions.....									
Grand total.....	514	249,702	100	237	143	134	7	17	76

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Less than 0.5 percent. 3/ Withheld to avoid disclosure of information concerning individual firms.

Table 33.--Degree of specialization of wholesalers, by type of firm, Los Angeles
wholesale produce market, 1958

Type of firm	Percent of each type of firm						
	Firms handling complete line of produce:			Firms specializing in--			
	No	Some	Plus other	Several	One class	A single	Several
	specialization:	specialization:	types of	commodity	of	commodity:	commodities
			food	classes	commodities		of different
							classes
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	14	--	--	30	40	12	4
Commission merchant:	24	14	--	21	22	10	9
Receiver-jobber....	--	--	4	15	54	--	27
All primary handlers.....	13	4	1	24	38	9	11
Secondary handlers:							
Jobber.....	16	--	--	--	45	39	--
Jobber (delivery)...	64	--	--	--	--	9	27
Service jobber.....	100	--	--	--	--	--	--
Truck jobber.....	100	--	--	--	--	--	--
Purveyor.....	41	--	47	12	--	--	--
Receiver-purveyor...	54	--	--	--	--	--	46
Prepackager, re- packer.....	--	--	--	5	72	23	--
All secondary handlers.....	55	--	10	3	16	11	5
Others:							
Mixed load shipper...	19	--	--	62	--	--	19
Packer-shipper.....	17	--	--	--	50	33	--
Importer, commis- sion importer.....	--	--	--	--	100	--	--
All "others".....	12	--	--	19	52	12	5
All wholesale handlers:	37	2	6	11	26	10	8
Brokers and agencies:							
Selling broker.....	--	--	--	52	38	10	--
Terminal broker.....	42	--	--	17	--	28	13
Carlot distributor...	10	--	--	30	30	30	--
Sales agency.....	--	--	--	--	75	25	--
Buying broker.....	64	--	--	--	36	--	--
Buying office.....	100	--	--	--	--	--	--
All brokers and agen- cies.....	36	--	--	24	28	11	1
All wholesalers....	37	1	5	14	27	10	6

Percent of sales of each group by firms carrying a complete line:

Wholesale handlers (except importers)	37 percent
Brokers and agencies	<u>23</u>
All wholesalers	32

Table 34.--Los Angeles wholesale produce firms owning or controlling other firms
in the produce business, 1958 1/

Type of firm owned or controlled	Primary handler	Other wholesale handler	Broker and distributor	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Packinghouse or shipping firm..	13	2	5	20
Farm.....	12	2	--	14
In this market:				
Another wholesale firm.....	2	3	--	5
In other markets:				
Another wholesale firm.....	--	2	2	4
Other.....	1			1
Total.....	28	9	7	44

1/ Including ownership or control by principals of firm.

Table 35.--Los Angeles produce firms owned or controlled by firms outside this market,
1958

Type of out- side firm owning or controlling	Receiver	Selling: broker	Cooperative: sales agency	Carlot distributor	Buying: office	Packer- shipper	Total Los Angeles firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	1	--	3	--	3	1	8
Wholesaler..	--	--	--	--	2	--	3
Chainstore..	--	1	--	1	--	--	1
Total.....	1	1	3	1	5	1	12

Table 36.--Purchases from outside the market, by class of firm, Los Angeles wholesale produce market, 1958

Class of buyer	Direct from shipping point: or of entry			Through sales: agencies or brokers in other cities			From local growers			Imports: truckers			Total: the Los Angeles market			Volume bypassing: through the Los Angeles market			Volume passing through the Los Angeles market		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots				
Broker, distributor.....	40.3	--	--	1.1	--	--	--	--	--	--	--	--	41.4	8.8	32.6	--	--				
Sales agency.....	2.2	--	--	--	10.0	--	--	--	--	--	--	--	12.3	9.1	12.1	--	--				
Shipper, buying broker	3.5	--	--	4.6	--	--	--	--	--	--	--	--	8.1	2.0	6.1	--	--				
buying office.....																					
Receiver, commission merchant.....	56.3	.1	12.1	2.0	--	--	--	--	--	--	--	--	68.9	.9	67.9	--	--				
Receiver-jobber.....	2.6	--	2.0	--	--	--	--	--	--	--	--	--	4.9	--	4.9	--	--				
Jobber, jobber (delivery), service jobber....	.3	--	.3	--	--	--	--	--	--	--	--	--	1.3	--	1.3	--	--				
Truck jobber.....	--	.7	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--				
Purveyor, receiver-purveyor.....	.3	--	1/	--	--	--	--	--	--	--	--	--	.4	--	.4	--	--				
Repacker, prepackager....	1.9	--	.8	--	--	--	--	--	--	--	--	--	2.7	--	2.7	--	--				
Importer, commission importer.....	1.0	--	--	--	1.5	--	--	--	--	--	--	--	2.5	--	2.5	--	--				
All wholesalers.....	108.6	.8	21.0	11.7	.3	142.4	11.9	130.5													
Chain.....	8.9	--	3.6	--	--	12.6	--	12.6													
Retailer, processor, eating place.....	--	--	2.0	--	--	2.0	--	2.0													
Grand total.....	117.5	.8	26.7	11.7	.3	157.0	11.9	145.1													

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 37.--Wholesalers' sales to other Los Angeles wholesalers, by class of firm, Los Angeles
wholesale produce market, 1958

Class of seller	Type of wholesale buyer									
	Broker, distributor	Shipper, buying broker, buying office	Receiver, commission merchant	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Shipper, buying broker	0.2	0.3	10.8	0.7	1.1	0.4	0.5	1.3	15.3	6.6
Receiver, commission merchant	1/	.2	1.6	.4	4.4	--	1/	--	1.8	1.3
Jobber, jobber (delivery), service jobber	--	.2	.5	.8	.2	--	--	1/	1.7	1.3
Repackager, prepacker	1.3	13.2	.9	.6	3.9	2.5	6.3	.7	29.5	.9
Importer, commission importer	--	.3	--	.1	.2	.1	.1	--	.5	1.7
Jobber, jobber (delivery), service jobber	--	.2	--	--	.2	1/	.1	--	1.3	1.3
Repackager, prepacker	--	1.0	.3	--	.5	--	--	--	1.7	1.3
Importer, commission importer	--	.6	.4	1/	.2	1/	1/	--	1.3	1.3
Total	1.5	16.0	14.5	2.6	10.7	3.1	7.0	2.1	57.6	57.6

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 38.--Wholesalers' sales to retail outlets by class of firm, Los Angeles
wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Broker, distributor...	4.1	--	1.3	0.1	5.6
Sales agency.....	1.1	--	--	--	1.1
Shipper, buying broker, buying office.....	--	1.9	--	<u>1/</u>	2.0
Receiver, commission merchant.....	27.4	11.7	.9	1.6	41.7
Receiver-jobber.....	.7	4.9	.1	.6	6.3
Jobber, jobber (deliv- ery), service jobber..	2.0	7.1	<u>1/</u>	1.1	10.2
Truck jobber.....	--	2.5	--	.6	3.1
Purveyor, receiver- purveyor.....	<u>1/</u>	.3	--	6.9	7.2
Repacker, prepackager..	1.6	.9	.5	--	3.0
Importer, commission importer.....	.9	.2	--	--	1.1
Total.....	38.0	29.6	2.8	11.0	81.4

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 39.--Wholesalers' out-of-town sales and total sales, by class of firm,
Los Angeles wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Total out-of-town sales	Sales in the market	Total sales
	Chain, voluntary:		Eating place:				
	Wholesaler: or cooperative group	Retailer: institutional: outlet					
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.	21.1	0.9	--	--	22.0	20.9	42.9
Sales agency.....	4.1	.4	--	--	4.5	7.7	12.3
Shipper, buying broker, buying office.....	17.3	3.0	--	--	20.4	3.7	24.1
Receiver, commission: merchant.....	2.8	9.5	--	--	12.2	71.2	83.4
Receiver-jobber.....	.2	<u>1</u> /	--	--	.3	7.2	7.5
Jobber, jobber (de- livery), service jobber.....	.2	1.0	.2	--	1.3	10.7	12.1
Truck jobber.....	--	--	--	--	--	3.1	3.1
Purveyor, receiver- purveyor.....	.1	<u>1</u> /	--	.1	.2	7.2	7.4
Repacker, prepackager	.2	--	--	--	.2	4.7	4.9
Importer, commission: importer.....	--	--	--	--	--	2.5	2.5
Total.....	46.0	14.8	.2	.1	61.0	139.0	200.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 40.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase,
Los Angeles wholesale produce market, 1958

Type of firm	: Direct : : by : shipping :		: Through : : own : account :		: On joint : : account : with :		: As : : broker : agent :		: Personal : : contact : farm :		: Own or : : affiliated : farm :		: Through : : shipping : point : : selling : broker :		Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver, commission merchant.....	49	17	4	2	1/	1	3	4	100						100
Receiver-jobber.....	1	86	--	--	--	--	--	--	100						100
Jobber (delivery).....	85	8	--	--	--	7	--	--	100						100
Purveyor, receiver-purveyor.....	--	45	--	--	12	--	--	--	100						100
Repacker, prepacker: importer, commission shipper.....	--	100	--	--	--	--	--	--	100						100
	3	79	--	--	3	15	--	--	--						100
All wholesale handlers.....	44	27	3	1	1/	1	3	3	100						100

1/ Less than 0.5 percent.

Table 41.--Extent of delivery services by Los Angeles wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as per-		Percentage of deliveries by--		
		centage of sales of--	All firms: of this type	Firms making some deliveries	Firms' trucks	Hired trucks: Method unknown
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver, commission merchant.....	97	77	78	90	10	--
Receiver-jobber.....	81	55	60	87	--	13
Jobber.....	16	14	34	100	--	--
Jobber (delivery)....	100	94	94	100	--	<u>1/</u>
Service jobber.....	100	100	100	100	--	--
Truck jobber.....	100	100	100	100	--	--
Purveyor, receiver-purveyor.....	91	100	100	92	--	8
Repacker, prepackager.....	100	100	84	81	19	<u>1/</u>
Importer, mixed load shipper.....	50	27	44	90	6	4
Packer-shipper.....	58	25	44	68	32	<u>1/</u>
All wholesale handlers.....	87	72	77	91	2	7

1/ Less than 0.5 percent.

Table 42.--Volume and number of items prepackaged or repacked, by type of firm, Los Angeles wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--				Total	Volume prepackaged or repacked
	One item	Two items	Three items	Five or more items		
	Firms	Firms	Firms	Firms	Firms	Carlots
Receiver, commission merchant.....	6	1	--	--	7	1,804
Receiver-jobber.....	3	--	--	--	3	<u>1/</u>
Purveyor, receiver-purveyor.....	1	--	--	--	1	<u>1/</u>
Repacker, prepackager..	6	9	6	1	22	3,385
All wholesale handlers:	16	10	6	1	33	5,345
Chain.....	1	--	1	1	<u>2/</u> 4	3,011
Total.....	17	10	7	2	<u>2/</u> 37	8,356

1/ Withheld to avoid disclosure of individual operations.2/ Includes one firm prepackaging an unknown number of items.

Table 43.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Los Angeles, 1958

Type of firm	Number of days credit offered							Total
	0	1-2	7	10	14	30	Variable	
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, commission merchant.....	7	3	40	32	6	4	--	92
Receiver-jobber.....	2	2	3	18	4	--	--	29
Jobber.....	--	13	10	5	11	--	--	39
Jobber (delivery).....	--	8	1	4	6	--	--	19
Truck jobber.....	--	35	8	--	--	6	--	49
Purveyor, receiver-purveyor.....	--	3	3	3	3	14	1	27
Repacker, prepackager..	--	--	14	8	--	--	--	22
Importer, mixed load shipper.....	--	--	3	1	2	--	--	6
Packer-shipper.....	2	--	2	--	--	2	--	6
All wholesale handlers.....	11	64	84	71	32	26	1	289

Table 44.--Number of employees, by type and size of firm, Los Angeles
wholesale produce market, 1958

Type of firm	All firms		Small firms 1/	Medium firms 1/	Large firms 1/
	Firms	Employees	Employees	Employees	Employees
Receiver, commission merchant.....	107	1,768	44	260	1,464
Receiver-jobber.....	34	450	273	142	35
Jobber.....	39	139	95	24	20
Jobber (delivery).....	33	288	112	31	145
Service jobber.....	4	40	--	40	--
Truck jobber.....	66	88	88	--	--
Purveyor, receiver-purveyor.....	51	366	179	152	35
Repacker, prepackager..	22	568	252	190	126
Importer, commission importer.....	6	19	10	--	9
Mixed load shipper....	5	56	--	--	56
Packer-shipper.....	6	172	--	75	97
All wholesale handlers.....	373	3,954	1,053	914	1,987
Buying broker.....	25	38	9	21	8
Buying office.....	15	36	3	12	21
Selling broker, terminal broker.....	47	115	16	33	66
Carlot distributor.....	10	40	6	2	32
All brokers and agencies.....	97	229	34	68	127
Chain.....	13	445	--	--	445
Grand total.....	483	4,628	1,087	982	2,559

1/ Small firms sell less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 45.--Target margins, brokerage and commission rates, Los Angeles
wholesale produce market, 1958

Type of firm	Average tar- get margin as: percentage of: sales price	Average brokerage or commission rate Amount per: package	Percentage of: sales price	Percentage of: firms quoting: a target margin	Percentage of: firms quoting brokerage or commission rate
	Percent	Cents	Percent	Percent	Percent
Receiver, commis- sion merchant.....	11.2	--	13.2	54	52
Receiver-jobber....	14.7	--	15.0	62	19
Jobber.....	14.6	--	--	85	--
Jobber (delivery)..	14.2	--	--	73	--
Service jobber....	15.0	--	--	100	--
Truck jobber.....	11.4	--	--	100	--
Purveyor, receiver: purveyor.....	17.9	--	--	86	--
Repacker, pre- packager.....	--	--	--	--	--
Packer-shipper....	9.1	--	--	50	--
Selling broker....	--	9.3	10.0	--	75
Terminal broker....	--	10.0	10.0	--	64
Carlot distributor:	--	10.0	--	--	45
Buying broker.....	--	10.0	4.2	--	60

Table 46.--Number of firms, by type, Los Angeles wholesale produce market,
1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	151	116	101
Jobber.....	27	39	69
Repacker, prepackager.....	--	1	10
Truck jobber.....	--	1	5
Trucker.....	--	--	3
Importer, exporter.....	3	2	1
Shipper, packer.....	50	73	71
All wholesale handlers.....	231	232	260
Broker.....	25	20	51
Buying broker.....	31	15	25
Distributor, sales agency.....	6	12	5
Brokers and agencies.....	62	47	81
All wholesalers.....	293	279	341
Chain.....	6	6	21
Wholesale grocer.....	--	4	1
Grand total.....	299	289	363

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 47.--Direct receipts and total sales, wholesale handlers and chains,
Los Angeles wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots ^{1/}</u>	<u>1958 rail carlots ^{1/}</u>
Direct receipts by:		
Wholesale handlers.....	54,993	92,621
Chains.....	3,341	15,504
Total.....	58,334	108,125
Total sales by:		
Wholesale handlers.....	60,434	122,389
Chains.....	5,372	43,869
Total.....	65,806	166,258

^{1/} Carlots of 30,286 pounds net weight.

Table 48.--Percentage of firms in business for specified periods by type of firm,
Los Angeles wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Receiver, commission merchant.....	2	9	41	16	22	6	2	2	100
Receiver-jobber.....	9	19	50	9	13	--	--	--	100
Jobber.....	--	48	26	16	10	--	--	--	100
Jobber (delivery).....	--	31	60	--	3	--	3	3	100
Service jobber.....	--	--	100	--	--	--	--	--	100
Truck jobber.....	--	48	52	--	--	--	--	--	100
Purveyor, receiver-purveyor.....	--	24	37	24	6	6	3	--	100
Repacker, prepackager.....	--	--	95	5	--	--	--	--	100
Importer, mixed load shipper.....	18	53	9	--	20	--	--	--	100
Packer-shipper.....	33	25	--	25	--	17	--	--	100
Buying broker.....	--	55	45	--	--	--	--	--	100
Buying office.....	--	45	7	26	15	--	7	--	100
Selling broker, terminal broker.....	4	45	21	15	10	3	--	2	100
Carlot distributor.....	30	10	40	10	10	--	--	--	100
All wholesalers.....	3	30	42	11	10	2	1	1	100

Table 49.--Change in sales of wholesalers between 1948 and 1958,
Los Angeles produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales :			
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver, commission merchant.....	56	23	21	100
Receiver-jobber.....	58	20	22	100
Jobber.....	15	32	53	100
Jobber (delivery)....	54	46	--	100
Service jobber.....	100	--	--	100
Truck jobber.....	--	100	--	100
Purveyor, receiver- purveyor.....	55	39	6	100
Repacker, prepackager	91	9	--	100
Importer, mixed load: shipper.....	100	--	--	100
Packer-shipper.....	100	--	--	100
Buying broker.....	26	18	56	100
Buying office.....	35	24	41	100
Selling broker, terminal broker....	31	27	42	100
Carlot distributor...	17	50	33	100
All wholesalers....	47	34	19	100

Table 50.--Number of firms and volume handled, by market area and type of firm,
Louisville wholesale produce market, 1959

Type of firm	Louisville produce : terminal			Haymarket			Other Louisville		
	Firms : Volume			Firms : Volume			Firms : Volume		
	Total	Large		Total	Large		Total	Large	
	Firms	Firms	Carlots	Firms	Firms	Carlots	Firms	Firms	Carlots
Primary handlers:									
Receiver.....	8	3	<u>1/</u>	1	--	<u>1/</u>	--	--	--
Receiver-jobber, service wholesaler.....	4	--	1,017	3	1	1,116	--	--	--
Subtotal.....	12	3	<u>1/</u>	4	1	<u>1/</u>	--	--	--
Secondary handlers:									
Jobber, purveyor.....	2	--	<u>1/</u>	8	--	<u>1/</u>	--	--	--
Truck jobber.....	33	--	2,555	--	--	--	--	--	--
Prepackager, repacker.....	3	1	1,437	--	--	--	--	--	--
Subtotal.....	38	1	4,426	8	--	<u>1/</u>	--	--	--
All wholesale handlers.....	50	4	9,762	12	1	1,519	--	--	--
Brokers and agencies:									
Selling broker.....	2	2	<u>1/</u>	--	--	--	--	--	--
Distributor.....	1	1	<u>1/</u>	--	--	--	--	--	--
Cooperative sales agency.....	1	--	<u>1/</u>	--	--	--	--	--	--
All brokers and agencies.....	4	3	3,121	--	--	--	--	--	--
All wholesalers.....	54	7	12,883	12	1	1,519	--	--	--
Chains:									
National chain....	--	--	--	--	--	--	2	2	<u>1/</u>
Regional chain....	--	--	--	--	--	--	1	1	<u>1/</u>
Local chain without warehouse:	--	--	--	--	--	--	1	--	<u>1/</u>
All retail organizations.....	--	--	--	--	--	--	4	3	5,920

1/ Withheld to avoid disclosure of individual operations.

Table 51.--Number of firms by size and type, and percentage of volume handled by each size and type, Louisville wholesale produce market, 1958

Type of firm	All firms			Distribution of firms			Percentage of volume		
	Volume handled			by size ^{1/}			handled by--		
	Number:	Quantity:	Percentage of:	Small	Medium	Large	Small	Medium	Large
			total market:				firms	firms	firms
	Firms	Carlots	Pct.	Firms	Firms	Firms	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	9	4,480	22	4	2	3	2/	1/	75
Receiver-jobber...	0				2	1	16	33	51
Service whole-		2,133	11	3					
saler.....	1				1			100	
Subtotal.....	16	6,613	33	7	5	4	11	24	65
Secondary handlers:									
Jobber.....	9	676	3	8	1		39	61	
Purveyor.....	1			1			100		
Truck jobber.....	33	2,555	12	33			100		
Prepackager-re-									
packer.....	3	1,437	7	1	1	1	2/	2/	2/
Subtotal.....	46	4,668	22	43	2	1	62	13	25
All wholesale									
handlers.....	62	11,281	55	50	7	5	26	15	59
Brokers and agen-									
cies:									
Selling broker...	2	2/	2/			2			100
Distributor.....	1	2/	2/			1			100
Cooperative sales-									
agency.....	1	2/	2/	1			100		
All brokers and									
agencies.....	4	3,121	16	1		3	2/		2/
All wholesalers....	66	14,402	71	51	7	8	2/	15	2/
Chains:									
National chain...	2	2/	2/			2			100
Regional chain...	1	2/	2/			1			100
Local chain:									
without ware-									
house.....	1	2/	2/	1			100		
All retail organ-									
izations.....	4	5,920	29	1		3	2/		2/
Grand total.....	70	20,322	100	52	7	11	19	11	70

^{1/} Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

^{2/} Withheld to avoid disclosure of individual operations.

Table 52.--Degree of specialization of wholesalers, by type of firm,
Louisville wholesale produce markets, 1959

Type of firm	Percent of each type of firm					
	Firms handling complete		Firms specializing in--			
	line of produce					
	No specialization	Some specialization	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:						
Receiver..	22	--	22	34	--	22
Receiver-jobber...	83	17	--	--	--	--
Service wholesaler.	100	--	--	--	--	--
All primary handlers.	51	6	12	19	--	12
Secondary handlers:						
Jobber....	89	--	--	--	11	--
Truck jobber...	100	--	--	--	--	--
Purveyor...	100	--	--	--	--	--
Prepackager repacker.	--	--	--	--	33	67
All secondary handlers.....	92	--	--	--	4	4
All wholesale handlers:	81	2	3	5	3	6
Brokers and agencies:						
Selling broker....	50	50	--	--	--	--
Distribution.....	100	--	--	--	--	--
Cooperative sales agency....	--	--	--	100	--	--
All brokers and agencies	50	25	--	25	--	--
All wholesalers.....	79	3	3	6	3	6

Table 53.--Louisville wholesale produce firms owning or controlling other firms in the produce business, 1959 1/

Type of firm owned or controlled	Receiver	Distributor	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Farm.....	1	--	1
In this market:			
Prepackager.....	--	1	1
Total.....	1	1	2

1/ Including ownership or control by principals of firm.

Table 54.--Louisville produce firms owned or controlled by firms outside the market, 1958

Type of outside firm owning or controlling	Receiver	Prepackager	Sales agency	Total Louisville firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	--	--	1	1
Another wholesaler in other market.....	1	--	--	1
Another wholesaler in this market.....	--	1	--	1
Total.....	1	1	1	3

Table 55.--Purchases from outside the market, by class of firm,
Louisville wholesale produce market, 1959

Class of buyer	Direct from shipping point or port of entry	Through sales agencies, brokers, and importers in other cities	Other terminal markets	Local growers	Total	Volume bypassing the Louisville market	Volume passing through the Louisville market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor, sales agency.....	3.2	--	--	--	3.2	0.3	2.9
Receiver.....	3.2	--	--	.1	3.3	--	3.3
Receiver-jobber, service wholesaler:	.7	.3	.1	.1	1.3	--	1.3
Jobber, purveyor....		.4	--	<u>1/</u>	.4	--	.4
Repacker, prepacka- ger.....	.7	.1	--	<u>1/</u>	.9	--	.9
All wholesalers..	7.8	.8	.1	.3	9.0	.3	8.7
Chain.....	3.4	.5	.1	.2	4.3	--	4.3
Retailer, processor, eating place.....	.7	--	--	.2	.8	--	.8
Grand total....	11.9	1.4	.2	.7	14.1	.3	13.8

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 56.--Wholesalers' sales to other Louisville wholesalers, by class of firm,
Louisville wholesale produce market, 1959

Class of buyer	Receiver	Receiver-jobber, service wholesaler	Jobber purveyor	Truck jobber	Repacker, prepackager	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor, sales agency.....	1.1	0.7	0.1	0.5	0.2	2.5
Receiver, commission merchant.....	.1	.1	<u>1/</u>	1.7	--	2.0
Receiver-jobber, service wholesaler.....	--	--	.1	.1	--	.3
Jobber, purveyor.....	--	--	--	.1	--	.1
Repacker, prepackager....	--	.1	<u>1/</u>	.1	--	.2
Total.....	1.2	.9	.2	2.6	.2	5.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 57.--Wholesalers' sales to retail outlets, by class of firm,
Louisville wholesale produce market, 1959

Class of seller	Type of retail outlet				Total
	Chain	Retail : store, : peddler	Processor, : consumer	Eating place, : institution, : military	
	1,000 : carlots	1,000 : carlots	1,000 : carlots	1,000 : carlots	1,000 : carlots
Broker, distributor, sales agency.....	0.3	--	--	--	0.3
Receiver.....	.6	.5	--	.2	1.4
Receiver-jobber, service wholesaler.....	.1	.7	--	.4	1.1
Jobber, purveyor.....	<u>1/</u>	.2	--	<u>1/</u>	.3
Truck jobber.....		1.9	--	.2	2.1
Repacker, prepackager.....	.6	<u>1/</u>	--	<u>1/</u>	.7
Total.....	1.6	3.3	<u>1/</u>	.9	5.8

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 58.--Wholesalers' out-of-town sales and total sales, by class of firm,
Louisville wholesale produce market, 1959

Class of seller	Type of out-of-town buyer			Total : out-of-town : sales	Sales : in the : market	Total : sales
	Chain, voluntary : Wholesaler :	or cooperative : Retailers :	group :			
	1,000 : carlots	1,000 : carlots	1,000 : carlots	1,000 : carlots	1,000 : carlots	1,000 : carlots
Broker, distributor, sales agency.....	0.2	--	--	0.2	3.0	3.2
Receiver, merchant..	.5	0.6	--	1.1	3.4	4.5
Receiver jobber, service wholesaler..	.2	.6	--	.8	1.3	2.1
Jobber, purveyor....	.3	<u>1/</u>	--	.3	.4	.7
Truck jobber.....	--		0.5	.5	2.1	2.6
Repacker, prepackager:	.1	.2		.2	.9	1.1
Total.....	1.3	1.4	.5	3.2	10.9	14.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 59.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase, Louisville wholesale produce market, 1959

Type of firm	: Consignment	: Direct by phone or wire	: Through shipping point buying broker	: Personal contact	: Through own salaried buyer	: From shipping point farmers' market	: Total
	: Percent	: Percent	: Percent	: Percent	: Percent	: Percent	: Percent
Receiver.....	19	20	55	3	--	3	100
Receiver-jobber.....	--	--	--	--	--	--	--
Service wholesaler...	9	55	21	--	13	2	100
Prepackager, repacker:	3	92	5	--	--	--	100
All wholesale handlers.....	15	37	42	2	2	2	100

Table 60.--Extent of delivery service by Louisville wholesale produce handlers, 1959 ^{1/}

Type of firm	: Percentage of firms providing delivery service	: Volume delivered as percentage of sales of-- : All firms of this type : Firms making some deliveries
	: Percent	: Percent
Receiver.....	100	34
Receiver-jobber.....	50	20
Service wholesaler.....	100	75
Jobber.....	11	9
Truck jobber.....	100	100
Purveyor.....	100	75
Prepackager, repacker...	100	67
All wholesale handlers:	82	51

^{1/} All deliveries were made in firms' own trucks.

Table 61.--Volume and number of items prepackaged or repacked, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Firms prepackaging or repacking--			Total	Volume prepackaged or repacked
	One item	Two items	Five items		
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Carlots</u>
Receiver.....	--	1	--	1	<u>1/</u>
Receiver-jobber, service wholesaler.....	1	--	--	1	<u>1/</u>
Prepackager, repacker....	1	--	2	3	<u>1/</u>
Total.....	2	1	2	5	1,612

1/ Withheld to avoid disclosure of operation of individual firms.

Table 62.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Louisville, 1959

Type of firm	Number of days credit offered				
	0	1-2	7	10	Total
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver.....	--	--	6	2	8
Service wholesaler.....	--	--	2	1	3
Jobber, purveyor.....	1	2	4	2	9
Truck jobber.....	33	--	--	--	33
Prepackager, repacker.....	--	--	2	--	2
Total.....	34	2	14	5	55

Table 63.--Number of employees, by type and size of firm,
Louisville wholesale produce market, 1959

Type of firm	All firms	Size of firm, by 1959 sales volume			
		Less than 200 carlots	200 to 499 carlots	500 or more carlots	
	Firms	Employees	Employees	Employees	Employees
Receiver.....	9	83	24	19	40
Receiver-jobber, service wholesaler.....	7	99	16	49	34
Total primary handlers....	16	182	40	68	74
Jobber, purveyor.....	10	56	44	12	
Prepackager, repacker.....	3	151	5	25	121
Total secondary handlers..	13	207	49	37	121
Total wholesale handlers:	29	389	89	105	195
Selling broker, distributor..	3	12	--	--	12
Chain.....	2	52	--	--	52
Grand total.....	34	453	89	105	259

Table 64.--Target margins, brokerage and commission rates, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Average target margin:		Average brokerage:		Percentage of--	
	of firms quoting in terms of--	Cents per package	or commission rate as percentage of sales price	Firms quoting a target margin	Firms quoting a brokerage or commission rate	
	Cents	Percent	Percent	Percent	Percent	
Receiver-jobber.....	10.0	10.4	10.0	100	67	
Service wholesaler....	--	10.9	10.9	72	43	
Jobber.....	--	9.4	--	67	--	
Prepackager, repacker..	--	26.4	10.0	67	33	

Table 65.--Number of firms, by type, Louisville wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	25	28	24
Jobber.....	3	1	1
Repacker, prepackager.....	--	--	3
Truck jobber.....	10	10	--
Shipper, packer.....	7	3	2
All wholesale handlers.....	45	42	30
Broker.....	10	8	3
Distributor, sales agency.....	2	2	2
All brokers and agencies.....	12	10	5
All wholesalers.....	57	52	35
Chain.....	3	3	3
Wholesale grocer.....	4	7	---
Grand total.....	64	62	38

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 66.--Percentage of firms in business for specified periods, by type of firm, Louisville wholesale produce market, 1959

Type of firm	1-4 : years	5-9 : years	10-19 : years	20-29 : years	30-39 : years	40-49 : years	50-59 : years	60 years : or more	Total
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Primary handlers:									
Receiver.....	22	--	33	45	--	--	--	--	100
Receiver-jobber.....	17	--	32	17	17	--	17	--	100
Service wholesaler..	--	--	--	--	--	--	100	--	100
All primary handlers..	20	--	33	33	7	--	7	--	100
Secondary handlers:									
Jobber.....	33	33	23	--	11	--	--	--	100
Purveyor.....	--	--	--	--	100	--	--	--	100
Prepackager.....	33.3	--	33.3	33.3	--	--	--	--	100
All secondary handlers..	31	23	23	8	15	--	--	--	100
Wholesale handlers....	25	11	28	21	11	--	4	--	100
Brokers and agencies:									
Selling broker.....	--	--	--	--	100	--	--	--	100
Distributor.....	--	--	100	--	--	--	--	--	100
All brokers and agen- cies.....	--	--	50	--	50	--	--	--	100
All wholesalers.....	24	10	30	20	13	--	3	--	100

Table 67.--Change in sales volume between 1949 and 1959, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Percentage of firms reporting specified change in sales				Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more		
	Percent	Percent	Percent	Percent	
Primary handlers:					
Receiver.....	57	43	--		100
Receiver-jobber, service: wholesaler.....	33	17	50		100
All primary handlers..	46	31	23		100
Secondary handlers:					
Jobber, purveyor.....	25	--	75		100
Prepackager, repacker...	50	50	--		100
All secondary handlers:	33	17	50		100
Wholesale handlers.....	42	26	32		100
Brokers and agencies:					
Selling broker.....	50	50	--		100
Distributor.....	100	--	--		100
Sales agency, cooperative	--	100	--		100
All brokers and agencies..	50	50	--		100
All wholesalers.....	42	29	--		29

Table 68.--Number of firms and volume handled, by market area and type of firm,
Milwaukee wholesale produce market, 1958

Type of firm	North Broadway Market				5th Street Market				Other areas				Suburbs			
	Firms		Volume		Firms		Volume		Firms		Volume		Firms		Volume	
	Total	Large	Total	Large	Total	Large	Total	Large	Total	Large	Total	Large	Total	Large	Total	Large
Receiver, commission merchant.....	5	1	2,080		4	--	789		--	--	--	--	--	--	--	--
Receiver-jobber.....	4	2	1,410		2	--	2/		1	--	2/		--	--	--	--
Service wholesaler, commission wholesaler..	4	2	2,020		--	--	--		--	--	--		--	--	--	--
Jobber (delivery), secondary wholesaler..	9	--	2/		1	--	2/		--	--	--		--	--	--	--
Truck jobber.....	5	--	35		--	--	--		8	--	24		--	--	47	
Purveyor.....	3	--	259		--	--	--		2	--	2/		--	--	2/	
Receiver-purveyor.....	2	--	179		--	--	--		1	--	3		--	--	--	--
Prepackager, repacker, itinerant trucker.....	2	--	2/		--	--	--		--	--	--		2	--	2/	
Selling broker.....	6	5	4,530		--	--	--		--	--	--		--	--	--	--
Sales agency.....	1	1	2/		--	--	--		2	1	2/		--	--	--	--
All wholesalers.....	41	11	12,400		7	--	1,104		14	1	2,923		13	--	127	
Chain.....	--	--	--		--	--	--		3	3	7,616		--	--	--	
Grand total.....	41	11	12,400		7	--	1,104		17	4	10,539		13	--	127	

1/ Large firms sell 500 or more carlots.

2/ Withheld to avoid disclosure of operations of individual firms.

Table 69.--Number of firms by size and type, and percentage of volume handled by each size and type,
Milwaukee wholesale produce market, 1958

Type of firm	All firms		Distribution of firms						Percentage of volume	
	Number	Volume handled	by size			handled by--				
			Quantity	Percentage of total market	Small	Medium	Large	Small firms	Medium firms	Large firms
	Firms	Carlots	Percent	Firms	Firms	Firms	Percent	Percent	Percent	
Primary handlers:										
Receiver.....	6 {	2,869	12	3 {	2	1	14	39	47	
Commission merchant.....	2			1	1	--	14	86	--	
Receiver-jobber.....	6	1,585	6	2	2	2	2/	2/	2/	
Commission wholesaler.....	2 {	2,020	8	2	--	--	100	--	--	
Service wholesaler.....	2			{--	--	2	--	--	100	
Subtotal.....	18	6,474	26	8	5	5	11	29	60	
Secondary handlers:										
Jobber (delivery).....	9 {	1,506	6	6	3	--	29	71	--	
Secondary wholesaler.....	1 {			{--	1	--	--	100	--	
Truck jobber.....	23	106	3/	23	--	--	100	--	--	
Purveyor.....	6	311	1	5	1	--	2/	2/	--	
Receiver-purveyor.....	3	182	1	3	--	--	100	--	--	
Prepackager, repacker....	2 {	134	1	2	--	--	100	--	--	
Itinerant trucker.....	2			{ 2	--	--	100	--	--	
Subtotal.....	46	2,239	9	41	5	--	67	33	--	
All wholesale handlers.....										
Brokers and agencies:	64	8,713	35	49	10	5	17	29	54	
Selling broker.....	6	4,530	19	--	1	5	--	2/	2/	
Cooperative sales agency:	1 {	3,311	13	{--	--	1	--	--	100	
Importer's sales agency:	2			{--	1	1	--	13	87	
All brokers and agencies....										
	9	7,841	32	--	2	7	--	10	90	
Chains:										
National chain.....	1	2/	2/	--	--	1	--	--	100	
Regional chain.....	1	2/	2/	--	--	1	--	--	100	
Local chain										
without warehouse.....	1	2/	2/	--	--	1	--	--	100	
Voluntary group.....	1	2/	2/	--	--	1	--	--	100	
All retail organizations....										
	4	8,216	33	--	--	4	--	--	100	
Grand total.....	77	24,770	100	49	12	16	6	16	78	

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.
2/ Withheld to avoid disclosure of information concerning individual firms. 3/ Less than 0.5 percent.

Table 70.--Degree of specialization of wholesalers, by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	Percent of each type of firm									
	Firms handling complete line of produce:					Firms specializing in--				
	No specialization:	Some specialization:	Plus other types of food	Several commodity classes	One class of commodities	A single commodity:	Several commodities of different			
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:										
Receiver, commission merchant.....	22	--	--	--	61	--	--	--	17	
Receiver-jobber.....	83	--	--	17	--	--	--	--	--	
Commission wholesaler, service wholesaler....	29	29	--	--	42	--	--	--	--	
Secondary handlers:										
Jobber (delivery), secondary wholesaler..	20	10	10	20	10	20	20	10	10	
Truck jobber.....	--	--	--	--	--	--	--	--	100	
Purveyor.....	--	17	--	17	--	--	--	--	66	
Receiver-purveyor.....	--	--	--	33	33	--	--	--	34	
Prepackager, repacker, itinerant trucker....	--	--	--	--	100	--	--	--	--	
All wholesale handlers..	25	7	2	12	30	5	19			
Brokers and agencies:										
Selling broker.....	60	--	--	20	--	20	--	20	--	
Sales agency.....	--	--	--	--	33	--	67	--	--	
All brokers and agencies:	40	--	--	13	11	36	--			

Percent of sales of each group by firms with complete line:

Wholesale handlers	61 percent
Brokers and agencies	28
All wholesalers	45

Table 71.--Purchases from outside the market, by class of firm, Milwaukee wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales: agencies or brokers in other cities	From local growers	Other terminal: markets	Out-of-town: trucker, truck jobber	Total carlots	Volume bypassing: the Milwaukee market	Volume passing through the Milwaukee market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	4.5	--	--	--	--	4.5	1.9	2.6
Sales agency.....	3.3	--	--	--	--	3.3	1.9	1.4
Receiver, commission merchant.....	1.5	--	0.6	--	0.1	2.3	.1	2.2
Receiver-jobber, ser- vice wholesaler, com- mission wholesaler....	.8	0.4	.3	0.1	--	1.6	--	1.6
Jobber (delivery), secondary wholesaler..	.1	--	.1	--	--	.2	--	.2
Purveyor, receiver- purveyor.....	.1	.1	1/	--	--	.2	--	.2
Prepackager, repacker, itinerant trucker....	.1	--	1/	--	--	.1	--	.1
All wholesalers.....	10.4	.5	1.1	.1	.1	12.2	3.9	8.3
Chain, voluntary group: Retailer, processors, eating place.....	6.0	--	.3	1/	--	6.4	--	6.4
	--	--	.8	.4	.8	2.0	--	2.0
Grand total.....	16.4	.5	2.2	.6	.9	20.6	3.9	16.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 72.--Wholesalers' sales to other Milwaukee wholesalers, by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of wholesale buyer								Total
	Broker	Receiver, : commission : merchant :	Receiver-jobber, : service wholesaler, : commission : wholesaler :	Jobber : (delivery), : secondary : wholesaler :	Truck : jobber :	Purveyor, : receiver- : purveyor :	Repacker, : prepackager, : itinerant : trucker :		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker.....	1/	0.3	1.5	0.1	--	0.1	--	2.0	
Sales agency.....	--	.1	.2	.5	--	1/	--	.8	
Receiver, commission merchant.....	--	.2	.3	.4	.1	.1	--	1.0	
Receiver-jobber, service wholesaler, commission wholesaler....	--	1/	1/	.3	1/	.1	1/	.4	
Jobber (delivery), secondary wholesaler....	--	1/	1/	1/	1/	--	--	.1	
Purveyor, receiver-purveyor.....	--	--	1/	1/	1/	1/	.1/	.1	
Total.....	1/	.6	2.0	1.3	.1	.3	1/	4.3	

1/. Less than 50 carlots.
Figures may not add exactly to the total because of rounding.

Table 73.--Wholesalers' sales to retail outlets by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	0.1	0.5	<u>1/</u>	--	0.7
Sales agency.....	.6	--	--	--	.6
Receiver, commission merchant.....	.8	.4	0.3	0.1	1.5
Receiver-jobber, service: wholesaler, commission wholesaler.....	.2	2.1	<u>1/</u>	.2	2.5
Jobber (delivery), sec- ondary wholesaler.....	.1	.9	<u>1/</u>	.2	1.2
Truck jobber.....	--	.1	--	<u>1/</u>	.1
Purveyor, receiver-pur- veyor.....	--	<u>1/</u>	<u>1/</u>	.4	.4
Prepackager, repacker, itinerant trucker.....	.1	<u>1/</u>	--	--	.1
Total.....	1.9	4.1	.3	.8	7.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 74.--Wholesalers' out-of-town sales and total sales, by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of out-of-town buyer					
	Wholesaler	Chain, voluntary or cooperative group	Processor, military	Total out-of-town sales	Sales in the market	Total sales
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	0.5	1.4	--	1.9	2.7	4.5
Sales agency.....	1.9	--	--	1.9	1.4	3.3
Receiver, commission merchant.....	.2	.2	--	.3	2.5	2.9
Receiver-jobber, service wholesaler, commission wholesaler.....	.5	.3	--	.8	2.8	3.6
Jobber (delivery), secondary wholesaler.....	.1	.1	--	.2	1.3	1.5
Truck jobber.....	--	--	--	--	.1	.1
Purveyor, receiver-purveyor.....	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	.5	.5
Prepackager, repacker-itinerant trucker....	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	.1	.1
Total.....	3.2	1.9	<u>1/</u>	5.1	11.4	16.6

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 75.--Percentage distribution of shipping-point purchases made by each type of firm,
by method of purchase, Milwaukee wholesale produce market, 1958

Type of firm	Method of purchase						Total
	Consignment	Direct by phone or wire	Through shipping-point buying broker	Through own salaried buyer	On joint account with shipper	Personal contact	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver, commission merchant.....	6	87	3	4	--	--	100
Receiver-jobber.....	78	22	--	--	--	--	100
Service wholesaler-commission wholesaler.....	39	59	--	--	2	--	100
Jobber (delivery), secondary wholesaler.....	9	69	22	--	--	--	100
Purveyor, receiver-purveyor.....	1	7	86	--	6	--	100
Repacker, prepackager, itinerant trucker....	--	--	60	--	--	40	100
All wholesale handlers.....	22	65	8	3	<u>1/</u>	2	100

1/ Less than 0.5 percent.

Table 76.--Extent of delivery services by Milwaukee wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as per- centage of sales of--			Percentage of deliveries by--		
		All firms of this type	Firms making some deliveries	Firms'	Hired trucks	Method trucks	unknown
		<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Receiver, commission merchant.....	100	83	83	19	10	71	
Receiver-jobber.....	100	48	48	100	--	--	
Service wholesaler, commission whole- saler.....	100	43	43	58	--	42	
Jobber (delivery), jobber wholesaler...	100	83	83	52	--	48	
Truck jobber.....	100	100	100	100	--	--	
Purveyor, receiver- purveyor.....	100	91	91	100	--	--	
Repacker, prepackager: itinerant trucker...	100	90	90	32	68	--	
All wholesale handlers.....	100	68	68	56	5	39	

Table 77.--Volume and number of items prepackaged or repacked, by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Total	Volume prepackaged or repacked
	One item	Two items	Four items		
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Carlots</u>
Receiver-jobber.....	1	--	--	1	<u>1/</u>
Jobber (delivery), jobber- wholesaler.....	--	1	--	1	<u>1/</u>
Purveyor, receiver-purveyor..	1	--	1	2	<u>1/</u>
Repacker, prepackager.....	--	--	2	2	<u>1/</u>
All wholesale handlers....	2	1	3	6	121

1/ Withheld to avoid disclosure of individual operations.

Table 78.--Number of employees, by type and size of firm,
Milwaukee wholesale produce market, 1958

Type of firm	All firms		Small firms <u>1/</u>	Medium firms <u>1/</u>	Large firms <u>1/</u>
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver, commission merchant.....	9	71	11	50	10
Receiver-jobber.....	6	59	19	22	18
Service wholesaler, commission wholesaler..	4	48	5	--	43
Jobber (delivery), secondary wholesaler..	10	65	29	36	--
Truck jobber.....	23	29	29	--	--
Purveyor, receiver-pur- veyor.....	9	32	27	5	--
Repacker, prepackager, itinerant trucker.....	3	11	11	--	--
All wholesale handlers:	64	315	131	113	71
Selling broker.....	6	8	--	1	7
Sales agency.....	3	10	--	1	9
All brokers and agen- cies.....	9	18	--	2	16
Grand total.....	73	333	131	115	87

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 79.--Target margins, brokerage and commission rates,
Milwaukee wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Average brokerage or commission rate as percentage of sales price	Percentage of firms quoting a target margin	Percentage of firms quoting brokerage or commission rate
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver, commission merchant.....	10.1	9.4	69	56
Receiver-jobber.....	10.3	10.0	33	42
Service wholesaler, commission wholesaler..	9.0	10.0	71	100
Jobber (delivery), secondary wholesaler..	19.0	10.0	67	30
Truck jobber.....	10.0	--	56	--
Purveyor, receiver- purveyor.....	18.6	10.0	56	17
Repacker, prepackager, itinerant trucker.....	17.5	--	100	--
Selling broker.....	--	10.0	--	80

Table 80.--Number of firms, by type, Milwaukee wholesale produce market,
1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	42	36	25
Jobber.....	10	7	9
Repacker, prepackager.....	--	1	4
Truck jobber.....	6	8	23
Trucker.....	--	--	--
Importer, exporter.....	--	--	--
Shipper, packer.....	2	1	3
All wholesale handlers.....	60	53	64
Broker.....	8	5	6
Buying broker.....	--	--	--
Distributor, sales agency.....	1	3	4
All brokers and agencies.....	9	8	10
All wholesalers.....	69	61	74
Chain.....	2	2	5
Wholesale grocer.....	1	1	1
Grand total.....	72	64	80

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 81.--Direct receipts and total sales, wholesale handlers and retail organizations, Milwaukee wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots ^{1/}</u>	<u>1958 rail carlots ^{1/}</u>
Direct receipts by:		
Wholesale handlers.....	8,979	6,620
Retail organizations.....	956	6,605
Total.....	9,933	13,225
Total sales by:		
Wholesale handlers.....	NA	8,028
Retail organizations.....	1,346	7,634
Total.....	NA	15,662

NA - Not available.

^{1/} Carlots of 30,286 pounds net weight.

Table 82.--Percentage of firms in business for specified periods by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Receiver, commission:									
merchant.....	--	--	17	--	55	28	--	--	100
Receiver-jobber.....	--	--	--	41	17	--	25	17	100
Service wholesaler, :									
commission whole- :									
saler.....	--	--	--	--	60	--	--	40	100
Jobber (delivery), :									
secondary whole- :									
saler.....	--	--	--	40	50	--	10	--	100
Truck jobber.....	--	--	44	34	11	--	11	--	100
Purveyor, receiver- :									
purveyor.....	--	34	11	11	33	11	--	--	100
Repacker, prepackager									
itinerant trucker..	--	--	52	--	48	--	--	--	100
Selling broker.....	--	--	--	60	20	--	20	--	100
Sales agency.....	33	--	--	--	33	33	--	--	100
All wholesalers....	1	4	20	27	29	6	10	3	100

Table 83.--Change in sales of wholesalers between 1948 and 1958,
Milwaukee produce market, 1958

Type of firm	Percent of firms reporting specified change in sales				Total
	Increased 10 percent	Changed less than 10 percent	Decreased 10 percent or more		
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>		<u>Percent</u>
Receiver, commission merchant.....	50	39	11		100
Receiver-jobber.....	17	25	58		100
Service wholesaler, commission wholesaler.....	29	71	--		100
Jobber (delivery), secondary wholesaler.....	--	30	70		100
Truck jobber.....	11	--	89		100
Purveyor, receiver-purveyor.....	--	33	67		100
Repacker, prepackager, itinerant trucker....	--	--	100		100
Selling broker.....	--	60	40		100
Sales agency.....	--	50	50		100
All wholesalers.....	13	25	62		100

Table 84.--Number of firms and volume handled, by market area and type of firms, New Orleans wholesale produce market, 1958

Type of firm	French Market				Poydras Street				Other New Orleans				Suburbs			
	Firms		Volume		Firms		Volume		Firms		Volume		Firms		Volume	
	Total	Large	1/	1/	Total	Large	1/	1/	Total	Large	1/	1/	Total	Large	1/	1/
	Firms	Carlots	Firms	Carlots	Firms	Carlots	Firms	Carlots	Firms	Carlots	Firms	Carlots	Firms	Carlots	Firms	Carlots
Receiver.....	1	1	2/	2/	3	1	2/	--	--	--	1	--	--	--	2/	--
Receiver-jobber, service whole-																
saler.....	1	--	2/	2/	1	--	--	2/	1	2/	1	--	--	--	2/	--
Jobber.....	1	--	2/	2/	--	--	--	--	4	--	--	--	--	--	--	--
Jobber (delivery).....	5	--	665	665	3	--	--	2/	1	2/	--	--	--	--	--	--
Secondary whole-																
saler.....	4	--	2/	2/	1	--	--	2/	--	--	--	--	--	--	--	--
Truck jobber, merchant trucker.....	--	--	--	--	--	--	--	--	4	474	1	1	1	500	--	--
Purveyor, receiver-purveyor.....	--	--	--	--	1	--	--	2/	2	2/	--	--	--	--	--	--
Prepackager, repacker.....	2	--	2/	2/	1	--	--	2/	--	--	--	--	--	--	--	--
Importer, exporter... Buying broker, buying office, selling broker.....	--	--	--	--	2	--	--	2/	2	2/	--	--	--	--	--	--
Sales agency.....	1	--	2/	2/	4	3	3,760	1	1	2/	3	2	2	2/	--	--
	--	--	--	--	--	--	--	--	4	34,956	--	--	--	--	--	--
All wholesalers.....	15	1	2,875	16	4	4	8,641	19	7	46,976	6	3	2,418			
Chain.....	--	--	--	--	---	--	--	--	1	2/	3	3	2/			
Grand total.....	15	1	2,875	16	4	4	8,641	20	8	2/	9	6	2/			

1/ "Large" firms are those selling 500 or more carlots.

2/ Withheld to avoid disclosure of operations of individual firms.

Table 85.--Number of firms by size and type, and percentage of volume handled by each size and type, New Orleans wholesale produce market, 1958

Type of firm	All firms									
	Volume handled			Distribution of firms			Percentage of volume handled by--			
	Number	Quantity	Percentage of total market	Small	Medium	Large	Small firms	Medium firms	Large firms	Percent
	Firms	Carlots	Percent	Firms	Firms	Firms	Percent	Percent	Percent	Percent
Primary handlers:										
Receiver.....	5	3,605	5	2	1	2	2/	2/	2/	2/
Receiver-jobber.....	3		3	{--	3	--	--	100	--	--
Service-wholesaler..	1	2,325	3	{--	--	1	--	--	--	100
Subtotal.....	9	5,930	9	2	4	3	2/	2/	2/	2/
Secondary handlers:										
Jobber.....	5	589	1	5	--	--	100	--	--	--
Jobber (delivery)...	9	1,103	2	7	2	--	2/	2/	2/	--
Secondary wholesaler:	5	575	1	5	--	--	100	--	--	--
Truck jobber.....	2		1	{2	--	--	100	--	--	--
Merchant trucker....	3	974	1	{1	1	1	2/	2/	2/	2/
Purveyor.....	2	400	1	{2	--	--	100	--	--	--
Receiver-purveyor....	1		1	{--	1	--	--	100	--	--
Prepackager.....	3	696	1	1	2	--	2/	2/	2/	--
Subtotal.....	30	4,337	7	23	6	1	2/	2/	2/	2/
Importers and exporters:										
Importers.....	3		13	{--	1	2	3	97	--	--
Exporter.....	1	8,889		{--	1	--	--	100	--	--
All wholesale handlers.....	43	19,156	28	25	12	6	2/	2/	2/	70
Brokers and distributors:										
Selling broker.....	7			{--	3	4	--	14	--	86
Buying broker.....	1	6,798	10	{--	--	1	--	--	--	100
Buying office.....	1			{--	--	1	--	--	--	100

--Continued

Table 85.--Number of firms by size and type, and percentage of volume handled by each size and type, New Orleans wholesale produce market, 1958

Type of firm	All firms		Distribution of firms				Percentage of volume handled by --			
	Number	Quantity	Volume handled		by size 1/		Small : Medium :		Large : firms :	
			Firms	Percent	Firms	Percent	Firms	Percent	Firms	Percent
Sales agencies:										
Cooperative.....	2	34,956		52	1	--	1	10	--	90
Importers'	2				--	--	2	--	--	100
All brokers and agencies.....	13	41,754		62	1	3	9	2/	2/	98
Chains:										
National chain.....	1	2/		2/	--	--	1	--	--	100
Regional chain.....	2	2/		2/	--	--	2	--	--	100
Local chain:										
without ware-										
house.....	2	2/		2/	--	--	2	--	--	100
All retail organ-										
izations.....	5	6,429		10	--	--	5	--	--	100
Grand total.....	61	67,339		100	26	15	20	4	6	90

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.
2/ Withheld to avoid disclosure of operations of individual firms.

Table 86.--Degree of specialization of wholesalers, by type of firm,
New Orleans wholesale produce market, 1958

Type of firm	(Percent of each type of firm)				
	:Firms handling :		Firms specializing in--		
	:complete line :	Several :	One class :	A single :	Several
	: of produce :	commodity :	of :	commodity :	commodities
	: No :	classes :	commodities :	commodity :	of different
	:specialization :				: classes
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Primary handlers:					
Receiver.....:	60	20	20	--	--
Receiver-jobber and :					
service wholesalers:	100	--	--	--	--
Secondary handlers:					
Jobber.....:	--	--	--	100	--
Jobber (delivery)...:	56	--	--	44	--
Secondary wholesaler:	100	--	--	--	--
Truck jobber, mer- :					
chant trucker.....:	40	--	--	60	--
Purveyor, receiver- :					
purveyor.....:	100	--	--	--	--
Prepackager, repacker:	--	--	--	100	--
Importer, exporter...:	25	--	--	50	25
All wholesale handlers:	54	2	2	40	2
Brokers and agencies :					
Selling broker, :					
buying broker, buy-:					
ing office.....:	56	--	11	33	--
Sales agency.....:	--	--	50	50	--
All brokers and agen- :					
cies.....:	38	--	24	38	--

Table 87.--New Orleans wholesale produce firms owning or controlling other firms
in the produce business, 1958 ^{1/}

Type of firm owned or controlled	: Service :	Secondary :	Buying :	Total firms owning or
	wholesaler :	wholesaler :	office :	controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
In this market:				
Another wholesale firm...:	1	--	--	1
In other markets:				
Another wholesale firm...:	--	1	1	2
Total.....:	1	1	1	3

^{1/} Including ownership or control by principals of the firm.

Table 88.--Purchases from outside the market, by class of firm, New Orleans wholesale produce market, 1958

Class of buyer	Direct from : Through sales:			From : local growers:			Other : terminal markets :			Im- ports :			Total : New Orleans : market :			Volume by- : passing the : through the : New Orleans : market :		
	shipping point: or port of entry	agencies or brokers in other cities:	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, buying office	5.2	--	--	--	--	--	--	--	--	--	--	--	5.2	0.2	--	5.0	--	--
Sales agency	35.0	--	--	--	--	--	--	--	--	--	--	--	35.0	.3	--	34.7	--	--
Exporter, importer..	0.1	--	--	--	--	--	--	--	--	--	--	--	8.4	--	--	8.5	--	--
Truck jobber, merchant trucker..	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Receiver	1.3	--	--	--	--	--	--	--	--	--	--	--	1.7	--	--	1.7	--	--
Receiver-jobber, service wholesaler:	.3	--	--	--	--	--	--	--	--	--	--	--	.7	--	--	.7	--	--
Jobber, jobber (delivery), secondary whole-	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
saler.....	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/
Purveyor, receiver-	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/
Repacker, pre-	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
packager.....	.7	--	--	--	--	--	--	--	--	--	--	--	.7	--	--	.7	--	--
All wholesalers...	42.6	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	52.0	.5	--	51.5	--	--
Chain	3.6	--	--	--	--	--	--	--	--	--	--	--	3.9	--	--	3.9	--	--
Retailers, processors, eating places.....	--	--	--	--	--	--	--	--	--	--	--	--	.3	--	--	.3	--	--
Grand total	46.2	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	56.2	.5	--	55.7	--	--

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 89.--Wholesalers' sales to other New Orleans wholesalers, by class of firm, New Orleans wholesale produce market, 1958

Class of seller	Type of wholesale buyer							Total
	Broker, : :buying : :office :	Exporter, : :importer :	Truck jobber, : :merchant : :trucker :	Receiver, : :jobber : :service : :wholesaler :	Receiver, : :jobber : :service : :wholesaler :	Jobber, : :jobber : :(delivery), : :secondary : :wholesaler :	Purveyor, : :receiver- : :purveyor :	
	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots
Broker, buying office.....	--	0.3	<u>1/</u>	1.7	1.4	0.7	0.1	4.3
Sales agency.....	--	--	.5	.1	.1	.8	--	1.5
Exporter, im- porter.....	0.9	--	.4	--	<u>1/</u>	.3	--	1.6
Receiver.....	--	.1	<u>1/</u>	--	.1	.3	.1	.7
Receiver-jobber, : :service whole- : :saler.....	--	--	<u>1/</u>	--	--	--	--	<u>1/</u>
Jobber, jobber : :(delivery), sec- : :ondary whole- : :saler.....	--	--	<u>1/</u>	--	--	<u>1/</u>	--	<u>1/</u>
Purveyor, receiv- : :er-purveyor.....	--	--	--	--	--	--	.1	.1
Repacker, pre- : :packager.....	--	--	<u>1/</u>	.1	<u>1/</u>	<u>1/</u>	<u>1/</u>	.2
Total.....	.9	.4	1.0	1.9	1.6	2.2	.4	8.4

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 90.--Wholesalers' sales to retail outlets by class of firm, New Orleans wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain :	Retail store, : :peddler :	Processor, : :consumer :	Eating place, : :institution, : :military :	
	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots	1,000 : :carlots
Broker, buying office.....	0.8	--	0.1	<u>1/</u>	0.9
Sales agency.....	.7	<u>1/</u>	--	--	.7
Exporter, importer.....	.1	--	--	--	.1
Receiver.....	.4	.4	--	.3	1.2
Receiver-jobber, service : :wholesaler.....	.3	1.2	<u>1/</u>	.3	1.8
Jobber, jobber (delivery), : :secondary wholesaler.....	.1	.8	<u>1/</u>	.1	1.0
Truck jobber, merchant : :trucker.....	--	.1	--	<u>1/</u>	.1
Purveyor, receiver-purveyor : :Repacker, prepackager.....	--	<u>1/</u>	--	.2	.2
	.1	.1	--	<u>1/</u>	.2
Total.....	2.5	2.8	.1	1.1	6.5

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 91.--Wholesalers' out-of-town sales and total sales, by class of firm,
New Orleans wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Sales in:	
	Chain, voluntary:		Total		the	Total
	Wholesaler:	or cooperative group	Exports:	out-of-town:		
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker, buying office..	1.1	--	--	1.1	5.2	6.3
Sales agency.....	32.6	0.1	--	32.7	2.2	35.0
Exporter, importer....	6.2	.6	0.4	7.2	1.7	8.9
Receiver.....	1.6	.1	--	1.7	1.9	3.6
Receiver-jobber, ser-						
vice wholesaler.....	.1	.5	--	.6	1.8	2.3
Jobber, jobber (de-						
livery), secondary						
wholesaler.....	1.2	<u>1/</u>	--	1.2	1.0	2.3
Truck jobber, merchant						
trucker.....	.6	<u>1/</u>	--	.8	.2	1.0
Purveyor, receiver-						
purveyor.....	--	--	--	--	.4	.4
Repacker, prepackager..	.3	<u>1/</u>	--	.3	.4	.7
Total.....	43.8	1.3	.4	45.5	14.9	60.4

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 92.--Percentage distribution of shipping-point purchases made by each type of
firm, by method of purchase, New Orleans wholesale produce market, 1958

Type of firm	Consignment:	Direct by phone: or wire	Through shipping-point: buying broker	Through own salaried: buyer	Total
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver.....	9	79	12	--	100
Receiver-jobber, service:					
wholesaler.....	--	74	26	--	100
Repacker, prepackager....	--	50	10	40	100
Importer, exporter.....	--	100	--	--	100
Secondary wholesaler....	89	--	11	--	100
Purveyor, receiver-					
purveyor.....	--	--	100	--	100
All wholesale handlers...	6	70	13	11	100

Table 93.--Extent of delivery services by New Orleans wholesale produce handlers, 1958

Type of firm	: Percentage of : : firms providing:		Volume delivered as percentage of sales of--		: Percentage of : deliveries by--		
	: delivery		:All firms of: Firms making		:Firms':Hired : Method		
	: service		: this type :some deliveries:		trucks:trucks:unknown		
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver.....	100	72	72	100	<u>1/</u>	--	
Receiver-jobber, service wholesaler:	100	90	90	100	--	--	
Jobber.....	20	1	5	100	--	--	
Jobber (delivery)...	100	65	65	100	--	--	
Truck jobber, mer- chant trucker.....	100	93	93	77	--	23	
Secondary whole- saler.....	80	36	44	100	--	--	
Purveyor, receiver- purveyor.....	100	72	72	100	--	--	
Repacker, prepacka- ger.....	100	88	88	100	--	--	
Importer, exporter:	25	3	100	100	--	--	
All wholesale handlers.....	81	40	77	97	<u>1/</u>	3	

1/ Less than 0.5 percent.Table 94.--Volume and number of items prepackaged or repacked, by type of firm,
New Orleans wholesale produce market, 1958

Type of firm	: Firms prepackaging or : : <u>repacking--</u> :	: Total :	: Volume prepacked or repacked
	: One item : Three items :	:	:
	: : <u>Firms</u> <u>Firms</u> <u>Firms</u> <u>Carlots</u> :		
Receiver-jobber, service wholesaler:	-- 1	1	<u>1/</u>
Secondary wholesaler.....:	1 --	1	<u>1/</u>
Repacker, prepackager.....:	3 --	3	<u>1/</u>
All wholesale handlers.....:	4 1	5	686

1/ Withheld to avoid disclosure of individual operations.

Table 95.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, New Orleans, 1958

Type of firm	Number of days credit offered--					
	0	1-2	7	10	30	Total
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver.....	--	--	1	2	--	3
Jobber.....	--	3	2	--	--	5
Jobber (delivery).....	--	1	4	1	2	8
Truck jobber, merchant trucker..	1	--	1	--	3	5
Purveyor, receiver-purveyor....	--	--	--	--	3	3
Repacker, prepackager.....	--	--	2	--	--	2
Importer, exporter.....	2	--	--	1	1	4
Jobber-wholesaler.....	1	--	--	2	1	4
All wholesale handlers.....	4	4	10	6	10	34

Table 96.--Number of employees, by type and size of firm, New Orleans wholesale produce market, 1958

Type of firm	All firms		Small	Medium	Large
			firms <u>1/</u>	firms <u>1/</u>	firms <u>1/</u>
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver.....	5	111	4	4	103
Receiver-jobber, service whole- saler.....	4	76	--	30	46
Jobber.....	5	20	20	--	--
Jobber (delivery).....	9	50	41	9	--
Truck jobber, merchant trucker..	5	56	9	12	35
Secondary wholesaler.....	5	39	39	--	--
Purveyor, receiver-purveyor....	3	11	6	5	--
Repacker, prepackager.....	3	83	7	76	--
Importer, exporter.....	2	8	--	8	--
All wholesale handlers.....	41	454	126	144	184
Buying broker, selling broker, buying office.....	9	27	--	4	23
Sales agency.....	1	3	3	--	--
All brokers and agencies.....	10	30	3	4	23
Chain.....	2	68	--	--	68
Grand total.....	53	552	129	148	275

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 97.--Target margins, New Orleans wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
Receiver.....	14.7	40
Receiver-jobber, service wholesaler.....	14.8	100
Jobber.....	22.8	40
Jobber (delivery).....	13.9	89
Truck jobber, merchant trucker.....	20.0	50
Secondary wholesaler.....	13.7	100
Purveyor, receiver-pur- veyor.....	12.5	67
Repacker, prepackager.....	16.8	100
Importer, exporter.....	10.0	67

Table 98.--Number of firms, by type, New Orleans wholesale produce market, 1939, 1948, 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	33	37	26
Jobber.....	6	8	5
Truck jobber.....	1	9	2
Trucker.....	--	2	5
Importer, exporter.....	5	4	7
Shipper, packer.....	4	8	6
All wholesale handlers.....	49	68	51
Broker.....	11	14	8
Buying broker.....	--	--	1
Distributor, sales agency.....	4	2	4
All brokers and agencies.....	15	16	13
All wholesalers.....	64	84	64
Chain.....	3	2	3
Wholesale grocer.....	9	6	3
Grand total.....	76	92	70

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 99.--Direct receipts and total sales, wholesale handlers, auction and retail organizations, New Orleans wholesale produce market, 1936 and 1958

Type of receiver or seller:	1936	1958
	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
Direct receipts of:		
Wholesale handlers.....	8,753	9,289
Auction.....	347	0
Retail organizations.....	228	4,811
Total.....	9,328	14,100
Total sales of:		
Wholesale handlers.....	9,170	11,283
Auction.....	347	0
Retail organizations.....	730	5,634
Total.....	10,247	16,917

1/ Carlots of 30,286 pounds net weight.

Table 100.--Percentage of firms in business for specified periods by type of firm, New Orleans wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver.....	--	--	20	20	40	20	--	--	100
Receiver-jobber, ser- vice wholesaler.....	--	--	--	50	25	--	25	--	100
Jobber.....	--	20	40	20	20	--	--	--	100
Jobber (delivery).....	45	22	11	22	--	--	--	--	100
Truck jobber, merchant trucker.....	--	20	60	20	--	--	--	--	100
Secondary wholesaler...	20	20	20	20	--	20	--	--	100
Purveyor, receiver-pur- veyor.....	--	--	33	34	--	--	--	33	100
Repacker, prepackager...	--	33	67	--	--	--	--	--	100
Importer, exporter.....	--	33	--	67	--	--	--	--	100
Buying broker, selling broker, buying office:	29	--	--	57	14	--	--	--	100
Sales agency.....	--	--	--	100	--	--	--	--	100
All wholesalers.....	14	14	22	32	10	4	2	2	100

Table 101.--Change in sales of wholesalers between 1948 and 1958, New Orleans
wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver.....	25	25	50	100
Receiver-jobber, service: wholesaler.....	25	25	50	100
Jobber.....	--	--	100	100
Jobber (delivery).....	33	--	67	100
Truck jobber, merchant trucker.....	33	--	67	100
Secondary wholesaler....	33	--	67	100
Purveyor, receiver-pur- veyor.....	100	--	--	100
Repacker, prepackager...	--	--	100	100
Importer-exporter.....	--	100	--	100
Buying broker, selling broker, buying office.:	33	17	50	100
Sales agency.....	100	--	--	100
All wholesalers.....	28	16	56	100

Table 102.--Number of firms by size and type, and percentage of volume handled by each size and type, Oklahoma City wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Firms	Volume handled		Firms	Firms		Percent
			Quantity	Percentage of total market		Small	Medium	Large
			Carlots	Percent	Firms	Firms	Firms	Percent
Primary handlers:								
Receiver-jobber.....	2	2	2/	2/	1	--	1	89
Wholesale grocer.....	1	2/	2/	2/	--	--	1	100
Subtotal.....	3	2,520		13	1	--	2	2/
Secondary handlers:								
Jobber.....	3	1,084		6	3	--	--	2/
Jobber (delivery).....	1	2/		--	1	--	--	2/
Receiver-purveyor.....	1	2/		--	--	--	1	100
Truck jobber.....	5	585		3	5	--	--	100
Prepackager, repacker.....	8	2,280		12	5	--	3	74
Subtotal.....	18	3,949		21	14	--	4	57
All wholesale handlers.....	21	6,469		34	15	--	6	71
Brokers and agencies:								
Selling broker.....	4	2/		2/	--	--	4	100
Cooperative sales agency..	1	2/		2/	--	1	--	100
All brokers and agencies.....	5	7,596		38	--	1	4	94
All wholesalers.....	26	14,065		72	15	1	10	84
Chains:								
National chain.....	1	2/		2/	--	--	1	100
Regional chain.....	1	2/		2/	--	--	1	100
Retailer cooperative.....	2	2/		2/	--	--	2	100
All retail organizations.....	4	5,538		28	--	--	4	100
Grand total.....	30	19,603		100	15	1	14	88

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of individual firm's operations.

Table 103.--Degree of specialization of wholesalers, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	(Percent of each type of firm)					
	Firms handling com- plete line of produce:			Firms specializing in--		
	No special- ization	Plus other types of food	Several commodity classes	One class of commodities	A single commodity	Several com- modities of different classes
	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:						
Receiver-jobber.....	100	--	--	--	--	--
Wholesale grocer.....	--	100	--	--	--	--
Subtotal.....	67	33	--	--	--	--
Secondary handlers:						
Jobber.....	--	--	--	--	100	--
Jobber (delivery).....	100	--	--	--	--	--
Truck jobber.....	100	--	--	--	--	--
Receiver-purveyor.....	--	--	100	--	--	--
Prepackager.....	--	--	25	--	75	--
Subtotal.....	33	--	17	--	50	--
All wholesale handlers.....	38	5	14	--	43	--
Brokers and agencies:						
Selling broker.....	75	--	--	--	--	25
Cooperative sales agency..	--	--	--	100	--	--
All brokers and agencies:	60	--	--	20	--	20
All wholesalers.....	42	4	12	4	34	4

Percent of total sales of each group sold by firms with a complete line:

Wholesale handlers	50 percent
Brokers and agencies	61 percent

Table 104.--Oklahoma City wholesale produce firms owning or controlling other firms in produce business, 1958 ^{1/}

Type of firm owned or controlled	Receiver-purveyor	Total firms owning or controlling others
	Firms	Firms
Packinghouse or shipping firm.....	1	1

^{1/} Including ownership or control by principals of firm.

Table 105.--Oklahoma City produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Receiver-jobber	Wholesale grocer	Selling broker	Sales agency	Total Oklahoma City firms owned or controlled by outside firms
	Firms	Firms	Firms	Firms	Firms
Multi-unit firm.....	1	1	1	1	4

Table 106.---Purchases from outside the market, by class of firm, Oklahoma City wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agen- cies and brokers and importers in other cities	Other terminal markets	Local growers	Total	Volume by- passing the Oklahoma City market	Volume passing through the Oklahoma City market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	7.6	--	--	--	7.6	1.8	5.8
Receiver-jobber, whole- sale grocer.....	.5	1/	0.2	0.2	.9	.3	.6
Jobber, jobber (delivery), receiver-purveyor.....	--	.2	.3	.1	.5	--	.5
Repacker, prepacker.....	1.3	--	--	--	1.3	--	1.3
All wholesalers.....	9.4	.2	.5	.3	10.3	2.0	8.3
Chain, retailer coop- erative.....	3.1	.9	--	.5	4.5	--	4.5
Retailer, processor.....	--	--	--	1/	1/	--	--
Grand total.....	12.5	1.0	.5	.9	14.8	2.0	12.8

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 107.--Wholesaler's sales to other Oklahoma City wholesalers, by class of firm, Oklahoma City wholesale produce market, 1958

Class of buyer	Type of wholesale outlet				Total
	Receiver-jobber, wholesale-grocer	Jobber, jobber (delivery), receiver-purveyor	Truck jobber	Repacker, prepackager	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	1.5	0.5	0.3	1.0	3.3
Receiver-jobber, wholesale grocer.....	--	--	.1	--	.1
Jobber, jobber (delivery), receiver-purveyor.....	<u>1/</u> .1	<u>1/</u> <u>1/</u>	.1 .1	-- --	.1 .2
Repacker, prepackager.....					
Total.....	1.6	.5	.6	1.0	3.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 108.--Wholesalers' sales to retail outlets, by class of firm, Oklahoma City wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain, retailer cooperative	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	0.9	0.3	0.1	--	1.3
Receiver-jobber, wholesale grocer.....	--	.6	--	0.2	.8
Jobber, jobber (delivery), receiver-purveyor.....	--	.2	--	.4	.6
Truck jobber.....	--	<u>1/</u>	--	.1	.1
Repacker, prepackager.....	.2	.2	--	--	.4
Total.....	1.1	1.2	.1	.7	3.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 109.--Wholesaler's out-of-town sales and total sales, by class of firm, Oklahoma City wholesale produce market, 1958

Class of seller	Type of out-of-town buyer					Total out- of-town- sales	Sales in the market	Total sales
	Wholesaler	Chain, voluntary or cooperative group	Retailer	Eating place, institution, military				
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots		1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	2.0	1.0	--	--		3.0	4.6	7.6
Receiver-jobber, wholesale: grocer.....	.6	1/	1.0	--		1.7	.8	2.5
Jobber, jobber (delivery), receiver-purveyor.....	.1	.1	.1	--		.3	.8	1.1
Truck jobber.....	--	--	.4	.1		.5	.1	.6
Repacker, prepacker.....	1.6	--	.1	--		1.8	.5	2.3
Total.....	4.3	1.1	1.7	.1		7.2	6.9	14.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 110.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Oklahoma City wholesale produce market, 1958

Type of firm	Direct by phone or wire	Through shipping-point buying broker	Total
	Percent	Percent	Percent
Receiver-jobber, wholesale grocer	98	2	100
Prepackager, repacker.....	69	31	100
All wholesale handlers.....	77	23	100

Table 111.--Extent of delivery service by Oklahoma City wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as per- centage of sales of--	Percentage of de- liveries by--		
		All firms : Firms making:	Firms' : Other		
		of : some : Firms' : methods or	trucks : unknown		
	Percent	Percent	Percent	Percent	Percent
Receiver-jobber....	100	96	96	93	7
Wholesale grocer....	100	100	100	--	100
Jobber.....	100	10	10	100	--
Jobber (delivery)...	100	100	100	--	100
Truck jobber.....	100	100	100	--	100
Receiver-purveyor...	100	75	75	100	--
Wholesale handlers..	62	56	86	46	54

Table 112.--Volume and number of items prepackaged or repacked, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Firms packaging or repacking--			Total	Volume pre- packaged or repacked
	One item	Two items	Three items		
	Firms	Firms	Firms	Firms	Carlots
Receiver-jobber.....	--	--	1	1	$\frac{1}{1}$
Wholesale grocer.....	--	--	1	1	$\frac{1}{1}$
Prepackager, repacker....	6	2	--	8	2,100
Chain.....	1	--	--	1	$\frac{1}{1}$
Total.....	7	2	2	11	2,735

$\frac{1}{1}$ Withheld to avoid disclosure of individual firm's operations.

Table 113.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Oklahoma City, 1958

Type of firm	Number of days credit offered		
	7	14	Total
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver-jobber.....	--	1	1
Jobber.....	3	--	3
Receiver-purveyor.....	1	--	1
Total.....	4	1	5

Table 114.--Number of employees, by type and size of firm, Oklahoma City wholesale produce market, 1958

Type of firm	All sizes	Size of firm, by 1958 sales volume			
		Less than 200 carlots	200 to 499 carlots	500 or more carlots	
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver-jobber.....	1	2	2	--	--
Jobber.....	3	12	12	--	--
Truck jobber.....	5	5	5	--	57
Receiver-purveyor.....	1	9	--	--	9
All wholesale handlers...	18	115	49	--	66
Selling broker.....	4	16	--	--	16
Sales agencies.....	1	4	--	4	--
All brokers and agencies..	5	20	--	4	16
Chain, retailer cooperative..	3	87	--	--	87
Grand total.....	26	222	49	4	169

Table 115.--Target margins, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
Receiver-jobber, wholesale grocer...	15.0	67
Jobber, receiver-purveyor.....	16.7	100

Table 116.--Number of firms, by type, Oklahoma City wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	13	12	17
Jobber.....	3	--	2
Repacker, prepackager.....	--	--	1
Truck jobber.....	8	6	7
Trucker.....	--	--	1
Shipper, packer.....	1	2	--
All wholesale handlers.....	25	20	28
Broker.....	13	7	8
Buying broker.....	3	4	1
All brokers and agencies.....	16	11	9
All wholesalers.....	41	31	37
Chains.....	2	2	2
Wholesale grocer.....	5	2	2
Grand total.....	48	35	41

Packer Red Book, 1939, and 1948; Fresh Year Book Issue--The Packer, 1958

Table 117.--Direct receipts of wholesaler handlers and retail organizations, Oklahoma City wholesale produce market, 1936 and 1958

Class of firm	1936	1958
	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
Wholesale handlers.....	7,823	5,114
Retail organizations.....	555	4,699
Total.....	8,378	9,813

1/ Carlots of 30,286 pounds net weight.

Table 118.--Percentage of firms in business for specified periods, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:									
Receiver-jobber.....	--	--	--	--	--	--	--	100	100
Wholesale grocer.....	--	--	--	--	--	100	--	--	100
Secondary handlers:									
Jobber.....	--	100	--	--	--	--	--	--	100
Receiver-purveyor.....	--	--	100	--	--	--	--	--	100
Wholesale handlers.....	--	49	17	--	--	17	--	17	100
Selling broker.....	--	--	100	--	--	--	--	--	100
All wholesalers.....	--	43	29	--	--	14	--	14	100

Table 119.--Number of firms and volume handled, by market area and type of firm, Omaha wholesale produce market, 1958

Type of firm	10th, 11th, Jones, Howard Streets			Other Omaha		
	Firms		Volume	Firms		Volume
	Total	Large		Total	Large	
	Firms	Firms	Carlots	Firms	Firms	Carlots
Primary handlers:						
Receiver.....	1	--	<u>1/</u>	1	1	<u>1/</u>
Receiver-jobber.....	6	1	<u>1/</u>	--	--	--
Service wholesaler.....	1	1	<u>1/</u>	--	--	--
Subtotal.....	8	2	<u>1/</u>	1	1	<u>1/</u>
Secondary handlers:						
Jobber (delivery).....	3	--	159	--	--	--
Receiver-purveyor.....	2	--	<u>1/</u>	--	--	--
Repacker.....	1	--	<u>1/</u>	--	--	--
Subtotal.....	6	--	513	--	--	--
All wholesale handlers.....	14	2	2,640	1	1	<u>1/</u>
Brokers and distributors:						
Selling broker.....	2	2	<u>1/</u>	--	--	--
Terminal broker.....	1	1	<u>1/</u>	--	--	--
Distributor.....	1	--	<u>1/</u>	--	--	--
Sales agencies:						
Cooperative.....	--	--	--	1	--	<u>1/</u>
Importer's.....	--	--	--	1	1	<u>1/</u>
All brokers and agencies...	4	3	<u>1/</u>	2	1	<u>1/</u>
Chains:						
National chain.....	--	--	--	1	1	<u>1/</u>
Local chain with ware- house.....	1	1	<u>1/</u>	--	--	--
Retail cooperative.....	--	--	--	1	1	<u>1/</u>
All retail organizations..	1	1	<u>1/</u>	2	2	<u>1/</u>
Grand total.....	19	6	8,930	5	4	6,775

1/ Withheld to avoid disclosure of individual operations.

Table 120.--Number of firms by size and type, and percentage of volume handled, by each size and type, Omaha wholesale produce market, 1958

Type of firm	All firms		Distribution of firms			Percentage of volume handled by--					
	Number	Quantity	Volume handled			Small	Medium	Large	Small firms	Medium firms	Large firms
			Percent	Firms	Firms						
	Firms	Carlots	Percent	Firms	Firms	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:											
Receiver.....	2	2/	2/	--	1	--	1	9	--	91	
Receiver-jobber.....	6	2/	2/	2	3	--	1	22	40	38	
Service wholesaler.....	1	2/	2/	--	--	--	1	--	--	100	
Subtotal.....	9	2,627	17	2	3			13	20	67	
Secondary handlers:											
Jobber (delivery).....	2	159	1	--	--			100	--	--	
Receiver-purveyor.....	2		2	--	--			100	--	--	
Repacker.....	1	354		1	--			--	100	--	
Subtotal.....	6	513	3	1	--			61	39	--	
All wholesale handlers.....	15	3,140	20	3	3			21	23	56	
Brokers and distributors:											
Selling broker.....	2	2/	2/	--	2			--	--	100	
Terminal broker.....	1	2/	2/	--	1			--	--	100	
Distributor.....	1	2/	2/	1	--			--	100	--	
Sales agencies:											
Cooperative.....	1	2/	2/	1	--			--	100	--	
Importer's.....	1	2/	2/	--	1			--	--	100	
All brokers and agencies.....	6	6,349	40	2	4			--	10	90	
All wholesalers.....	21	9,489	60	9	7			7	14	79	
Chains:											
National chain.....	1	2/	2/	--	1			--	--	100	
Local chain:											
With warehouse.....	1	2/	2/	--	1			--	--	100	
Retailer cooperative.....	1	2/	2/	--	1			--	--	100	
All retail organizations:	3	6,216	40	--	3			--	--	100	
Grand total.....	19	15,705	100	9	5			4	9	87	

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of individual operations.

Table 121.--Degree of specialization of wholesalers, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Percent of each type of firm		
	Firms handling complete	Firms specializing in--	
	line of produce	One class	A single
	No specialization	of commodities	commodity
	Percent	Percent	Percent
Primary handlers:			
Receiver.....	100	--	--
Receiver-jobber.....	100	--	--
Service wholesaler.....	100	--	--
All primary handlers....	100	--	--
Secondary handlers:			
Jobber (delivery).....	--	--	100
Receiver-purveyor.....	100	--	--
Repacker.....	--	--	100
All secondary handlers..	33	--	67
All wholesale handlers.....	73	--	27
Brokers and distributors:			
Selling broker.....	100	--	--
Terminal broker.....	100	--	--
Distributor.....	--	--	100
Sales agencies:			
Cooperative.....	--	100	--
Importer's.....	--	--	100
All brokers and agencies....	50	17	33
All wholesalers.....	67	5	28

Percent of total sales of each group sold by firms with a complete line:

All wholesale handlers 89 percent.

Brokers and agencies 74 percent.

Table 122.--Omaha wholesale produce firms owning or controlling other firms in the produce business, 1958 ^{1/}

Type of firm owned or controlled	Jobber (delivery)	Receiver-jobber	Total firms owning or controlling others
	Firms	Firms	Firms
Receiver.....	1	1	2

^{1/} Including ownership or control by principals of the firm.

Table 123.--Omaha produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Service wholesaler	Repacker	Terminal broker	Selling broker	Sales agencies	Total Omaha firms owned or controlled by outside firms
	Firms	Firms	Firms	Firms	Firms	Firms
Multi-unit firm.....	1	1	1	1	2	6

Table 124.--Purchases from outside the market, by class of firm, Omaha wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agen- cies and brokers and importers in other cities	Local grower	Total	Volume by- passing the Omaha market	Volume passing through the Omaha market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	6.3	--	--	6.3	4.2	2.1
Receiver, receiver-jobber, service wholesaler.....	1.7	0.5	1/1	2.2	--	2.2
Purveyor, repacker.....	.2	1/1	--	.2	--	.2
All wholesalers.....	8.3	.5	.1	8.8	4.2	4.6
Chain, retailer coopera- tive.....	4.5	--	--	4.5	--	4.5
Retailer.....	--	--	.1	.1	--	.1
Grand total.....	12.8	.5	.2	13.4	4.2	9.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 125.--Wholesalers' sales to other Omaha wholesalers, by class of firm, Omaha wholesale produce market, 1958

Class of buyer	Receiver, receiver-jobber, service wholesaler					Receiver-purveyor, repacker			Total
	1,000 carlots	Jobber (delivery)	Truck jobber	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, sales agency.....	0.4	0.2	--	--	0.1	0.8			
Receiver, receiver-jobber, service wholesaler.....	--	--	.4	--	--	.4			
Jobber (delivery).....	--	1/	--	--	--	1/			
Total.....	.4	.2	.4		.1	1.2			

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 126.--Wholesaler's sales to retail outlets, by class of firm, Omaha wholesale produce market, 1958

Class of seller	Type of retail outlet					Total
	Chain, retailer cooperative	Retail store, peddler	Eating place, institution, military	1,000 carlots	1,000 carlots	
Broker, sales agency.....	1.4	--	--	--	1.4	
Receiver, receiver-jobber, service wholesaler, commission wholesaler..	1/	1.1	0.2	0.2	1.3	
Jobber (delivery).....	1/	.1	1/	1/	.1	
Truck jobber.....	--	.1	--	--	.1	
Receiver, repacker, purveyor.....	.2	--	.1	.1	.3	
Total.....	1.7	1.3	.4		3.4	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 127.--Wholesalers' out-of-town sales and total sales, by class of firm, Omaha wholesale produce market, 1958

Class of seller	Type of out-of-town buyer						Total sales
	Chain, voluntary: Wholesaler or cooperative group			Eating place, institution, military			
	1,000 carlots	1,000 carlots	1,000 carlots	Retailer	1,000 carlots	Total out-of-town sales	
Broker, distributor, sales agency.....	3.3	0.8	--	0.2	4.3	2.0	6.3
Receiver, receiver jobber, service wholesaler.....	.2	.2	.3	.1	.8	1.9	2.7
Jobber (delivery).....	--	--	1/	--	1/	.2	.2
Truck jobber.....	--	--	.3	--	.3	.1	.4
Receiver-purveyor, repacker:	--	--	--	--	--	.4	.4
Total.....	3.5	.9	.6	.3	5.3	4.7	10.0

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 128.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Omaha wholesale produce market, 1958

Type of firm	Direct by phone or wire		Through own salaried buyer		Total
	Percent		Percent		Percent
All wholesale handlers.....	54		46		100

Table 129.--Extent of delivery service by Omaha wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as per- centage of sales of--		Percentage of deliveries by--	
		All firms of this type	Firms which deliver some	Firm's trucks	Other methods
	Percent	Percent	Percent	Percent	Percent
Receiver.....	50	9	100	100	--
Receiver-jobber.....	100	100	100	98	2
Service wholesaler.....	100	100	100	100	--
Jobber (delivery).....	100	100	100	100	--
Repacker.....	100	100	100	100	--
Receiver-purveyor.....	100	100	100	100	--
All wholesale handlers:	93	84	100	99	1

Table 130.--Volume and number of items prepackaged or repacked, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--					Volume pre- packaged or repacked
	One item	Two items	Four items	Five items	Total	
	Firms	Firms	Firms	Firms	Firms	Carlots
Receiver, service wholesaler:	1	--	1	--	2	1/
Receiver-jobber.....	--	1	--	--	1	1/
Repacker, receiver-purveyor:	1	--	--	--	1	1/
Chain.....	2	1	1	1	5	1/
Total.....	2	1	1	1	5	543

1/ Withheld to avoid disclosure of individual firms operations.

Table 131.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Omaha, 1958

Type of firm	Number of days credit offered--					Total
	0	1-2	7	30	Variable	
	Firms	Firms	Firms	Firms	Firms	Firms
Receiver, service wholesaler.....	--	--	--	--	--	--
Receiver-jobber.....	1	--	2	--	1	4
Jobber (delivery).....	--	1	1	--	1	3
Repacker, receiver-purveyor.....	--	1	1	1	--	3
Total.....	1	2	4	1	2	10

Table 132.--Number of employees, by type and size of firm, Omaha wholesale produce market, 1958

Type of firm	All firms		Size of firm by 1958 sales volume		
			Less than 200 carlots	200 to 499 carlots	500 or more carlots
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver.....	2	9	4	--	5
Receiver-jobber.....	5	58	14	24	20
Service wholesaler.....	1	35	--	--	35
Total primary handlers...	8	102	18	24	60
Jobber (delivery).....	3	14	14	--	--
Repacker.....	1	3	--	3	--
Receiver-purveyor.....	2	8	8	--	--
Total secondary handlers..	6	25	22	3	--
Total wholesale handlers...	14	127	40	27	60
Selling broker.....	2	10	--	--	10
Distributor.....	1	3	--	3	--
Terminal broker.....	1	3	--	--	3
Importer's sales agency....	1	2	--	--	2
Total brokers and agencies:	5	18	--	3	15
Chain.....	1	28	--	--	28
Grand total.....	20	173	40	30	103

Table 133.--Target margins, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Average target margins as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
Receiver, receiver-jobber service wholesaler.....	16.8	55
Jobber (delivery).....	33.8	67

Table 134.--Number of firms, by type, Omaha wholesale produce market, 1939, 1948, and 1958

Type of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	10	14	14
Jobber.....	5	4	2
Repacker.....	0	0	1
Truck jobber.....	4	4	6
All wholesale handlers.....	19	22	23
Broker.....	7	6	5
Distributor, sales agency.....	4	2	2
All brokers and agencies.....	11	8	7
All wholesalers.....	30	30	30
Chain.....	2	2	2
Wholesale grocer.....	0	3	2
Grand total.....	32	35	34

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 135.--Direct receipts and total sales, wholesale handlers and retail organizations, Omaha wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
Direct receipts by:		
Wholesale handlers.....	5,028	3,224
Retail organizations.....	1,561	5,324
Total.....	6,589	8,548
Total sales by:		
Wholesale handlers.....	5,068	3,574
Retail organizations.....	1,780	5,618
Total.....	6,848	9,192

1/ Carlots of 30,286 pounds net weight.

Table 136.--Percentage of firms in business for specified periods, by type of firm, Omaha whole-sale produce market, 1958

Type of firm	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	50	--	--	--	--	50	100
Receiver-jobber.....	--	40	60	--	--	--	100
Service wholesale.....	--	100	--	--	--	--	100
All primary handlers..	12	38	38	--	--	12	100
Secondary handlers:							
Jobber (delivery).....	--	33	--	--	34	33	100
Receiver-purveyor.....	--	50	50	--	--	--	100
Repacker.....	100	--	--	--	--	--	100
All secondary handlers:	17	32	17	--	17	17	100
Brokers and distributors:							
Selling broker.....	--	50	--	--	--	50	100
Terminal broker.....	--	--	--	100	--	--	100
Distributor.....	--	--	--	100	--	--	100
All brokers and agencies:	--	25	--	50	--	25	100
All wholesalers.....	11	33	22	11	6	17	100

Table 137.--Change in sales volume between 1948 and 1958, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	Percent	Percent	Percent	Percent
Primary handlers:				
Receiver, receiver-jobber, service wholesaler.....	42	29	29	100
Jobber (delivery).....	33	--	67	100
Receiver-purveyor.....	--	--	100	100
All wholesale handlers....	36	18	46	100

Table 138.--Number of firms and volume handled, by market area and type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	San Francisco Market			Oakland Market			All other		
	Firms		Volume	Firms		Volume	Firms		Volume
	Total	Large		Total	Large		Total	Large	
Primary handlers:	Firms	Firms	Carlots	Firms	Firms	Carlots	Firms	Firms	Carlots
Receiver, commission merchant.....	10	5	11,614	13	4	4,876	--	--	--
Receiver-jobber.....	17	6	8,635	14	3	4,818	--	--	--
Commission wholesaler, service wholesaler.....	4	1	1,695	4	1	1,743	--	--	--
Subtotal.....	31	12	21,844	31	8	11,437	--	--	--
Secondary handlers:									
Jobber.....	7	--	786	3	--	761	--	--	--
Jobber (delivery).....	4	--	1/	2	--	1/	1	--	1/
Service jobber.....	4	--	586	--	--	--	--	--	--
Secondary wholesaler, prepackager.....	2	--	1/	2	--	1/	--	--	--
Purveyor.....	13	1	1,726	8	--	1,010	4	--	1/
Receiver-purveyor.....	6	1	1,556	2	--	1/	1	--	1/
Subtotal.....	36	2	4,905	17	--	2,540	6	--	886
Others:									
L.C.L. shipper.....	2	--	1/	--	--	--	--	--	--
Exporter.....	2	1	1/	--	--	--	--	--	--
Subtotal.....	4	1	1/	--	--	--	--	--	--
All wholesale handlers.....	71	15	28,159	48	8	13,977	--	--	--
Brokers and distributors:									
Selling broker.....	12	5	1/	1	1	1/	--	--	--
Carlota distributor.....	4	3	11,553	--	--	--	--	--	--
Distributor.....	3	--	1/	1	--	1/	--	--	--
Subtotal.....	19	8	1/	2	1	1/	--	--	--
Sales agencies:									
Cooperative.....	4	2	1/	1	--	1/	--	--	--
Importer's.....	1	1	1/	--	--	--	--	--	--
Subtotal.....	5	3	1/	1	--	1/	--	--	--
All brokers and agencies...	24	11	35,701	3	1	1,681	--	--	--
All wholesale.....	95	26	63,860	51	9	15,658	6	--	686
Chains:									
Chain.....	--	--	--	--	--	--	6	4	12,930
Grand total.....	95	26	63,860	51	9	15,658	12	4	13,616

1/ Withheld to avoid disclosure of individual operations.

Table 139.--Number of firms by size and type, and percentage of volume handled by each size and type, San Francisco-Oakland wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size ^{1/}			Percentage of volume handled by--		
	Volume handled								
	Number	Quantity	Percentage of total market	Small	Medium	Large	Small firms	Medium firms	Large firms
	Firms	Carlots	Percent	Firms	Firms	Firms	Percent	Percent	Percent
Primary handlers:									
Receiver.....	18	10,256	11	8	5	5	7	17	76
Commission merchant....	5	6,234	7	1	--	4	2/	--	2/
Receiver-jobber.....	31	13,453	14	14	8	9	10	17	73
Commission wholesaler..	7 }			1	4	2	6	45	49
Service wholesaler.....	1 }	3,338	3	--	1	--	--	100	--
Subtotal.....	6	33,281	35	24	18	20	7	17	76
Secondary handlers:									
Jobber.....	10	1,547	2	7	3	--	41	59	--
Jobber (delivery).....	7	847	1	6	1	--	2/	2/	--
Service jobber.....	4	486	1	3	1	--	2/	2/	--
Secondary wholesaler..	2 }		2/	2	--	--	100	--	--
Prepackager.....	2 }	197		2	--	--	100	--	--
Purveyor.....	25	3,226	3	21	3	1	52	2/	2/
Receiver-purveyor.....	9	1,928	2	6	2	1	33	2/	2/
Subtotal.....	59	8,331	9	47	10	2	48	40	12
Others:									
L.C.L. shipper.....	2	--	--	1	1	--	2/29	2/71	--
Exporter.....	2	--	--	--	1	1	--	2/30	2/70
All wholesale handlers..	125	43,022	46	72	30	23	15	22	63
Brokers and distributors:									
Selling broker.....	13	12,818	14	2	5	6	2/	2/	85
Carlot distributor....	4	11,553	12	--	1	3	--	2/	2/
Distributor.....	4	958	1	1	3	--	2/	2/	--
Subtotal.....	21	25,329	27	3	9	9	1	11	88
Sales agencies:									
Cooperative.....	5	2/	2/	1	2	2	2	16	82
Importer's.....	1	2/	2/	--	--	1	--	--	100
Subtotal.....	6	12,053	13	1	2	3	1	5	94
All brokers and agencies:	27	37,382	40	4	11	12	1	9	90
All wholesalers.....	152	80,404	86	76	41	35	9	16	75
Chains:									
National chain.....	1	2/	2/	--	--	1	--	--	100
Regional chain.....	1	2/	2/	--	--	1	--	--	100
Local chain with ware-									
house.....	4	2/	2/	--	2	2	--	20	80
All retail organizations:	6	12,930	14	--	2	4	--	8	92

^{1/} Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

^{2/} Withheld to avoid disclosure of information concerning individual firms.

^{2/} Less than 0.5 percent.

Table 140.--Degree of specialization of wholesaler, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	(Percent of each type of firm)						
	Firms handling complete line of produce			Firms specializing in--			
	No special- ization	Some special- ization	Plus other types of food	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	17	--	5	--	50	17	11
Commission merchant.....	20	--	--	40	40	--	--
Receiver-jobber.....	23	--	3	26	35	3	10
Commission wholesaler.....	29	14	--	43	14	--	--
Service wholesaler.....	100	--	--	--	--	--	--
All primary handlers....	23	2	3	21	37	6	8
Secondary handlers:							
Jobber.....	50	--	10	--	--	40	--
Jobber (delivery).....	43	29	--	14	--	14	--
Service jobber.....	75	25	--	--	--	--	--
Secondary wholesaler.....	--	--	--	--	50	50	--
Purveyor.....	28	12	48	12	--	--	--
Receiver-purveyor.....	33	--	56	--	--	--	11
Prepackager.....	--	--	--	--	50	--	50
All secondary handlers..	36	10	31	7	3	10	3
L.C.L. shipper.....	--	--	--	50	--	--	50
Exporters.....	50	50	--	--	--	--	--
All wholesale handlers..	20	6	16	15	20	8	6
Brokers and distributors:							
Selling broker.....	23	15	--	15	47	--	--
Carlot distributor.....	25	25	--	25	--	25	--
Distributor.....	25	--	--	50	--	25	--
All brokers and distrib- utors.....	24	14	--	24	28	10	--
Sales agencies:							
Cooperative.....	--	--	--	--	80	--	20
Importer's.....	--	--	--	--	--	100	--
Subtotal.....	--	--	--	--	66	17	17
All brokers and agencies...	19	11	--	19	36	11	4
All wholesalers.....	27	7	13	15	23	9	6
Chains:							
National chain.....	100	--	--	--	--	--	--
Regional.....	100	--	--	--	--	--	--
Local chain with ware- house.....	100	--	--	--	--	--	--
All retail organizations...	100	--	--	--	--	--	--

Percent of total sales of each group sold by firms with a complete line:

Importers and exporters	100 percent
Other wholesale handlers	56 percent
All wholesale handlers	57 percent
Brokers and agencies	38 percent

Table 141.--San Francisco-Oakland wholesale produce firms owning or controlling other firms in the produce business, 1958 1/

Type of firm owned or controlled	Wholesale handlers	Brokers and agencies	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Packinghouse or shipping firm.....	6	6	12
Farm.....	1	--	1
In this market:			
Receiver.....	1	--	1
Total.....	8	6	14

1/ Including ownership or control by principals of firm.

Table 142.--San Francisco-Oakland wholesale produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Receiver-jobbers	Sales agencies	Total San Francisco-Oakland firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	1	6	7
Other.....	1	--	1
Total.....	2	6	8

Table 143.--Purchases from outside the market, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies or brokers in other cities	From other terminal markets	Imports	From local growers	From truckers	Total	Volume by- passing the San Francisco- Oakland market	Volume passing through the San Francisco- Oakland market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	24.0	--	0.7	--	--	--	25.3	16.1	9.2
Sales agency.....	5.5	--	--	6.5	--	--	12.1	3.3	8.8
L.C.I. shipper, exporter..	.6	1/	1/	--	.1	--	.7	--	.7
Receiver, commission mer- chant.....	12.8	.2	.6	--	.1	--	13.7	2.8	10.9
Purveyor.....	.4	--	--	1/	.1	--	.5	--	.5
Receiver-jobber, service wholesaler, commission wholesaler.....	11.3	.3	.2	--	.1	--	11.8	--	11.8
Jobber, jobber (delivery), secondary wholesaler, prepackager.....	1/	--	1/	--	1/	1/	1/	--	1/
All wholesalers.....	55.2	.5	1.6	6.5	.4	1/	64.2	22.3	41.9
Chain.....	7.5	--	.9	--	1/	1/	8.4	--	8.4
Retailer, processor, eat- ing place, consumer.....	.3	--	--	--	.6	--	.9	--	.9
Grand total.....	63.0	.5	2.4	6.5	.9	1/	73.5	22.3	50.5

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 144.--Wholesalers' sales to other San Francisco-Oakland wholesalers, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of buyer	L.C.L. shipper	Exporter	Receiver, commission merchant	Receiver-jobber, service wholesaler, commission wholesaler	Jobber, jobber (delivery), secondary wholesaler	Purveyor	Repacker, prepacker	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	1/	1/	1.4	3.7	0.3	1.5	1/	7.0
Sales agency.....	--	.5	1.1	1.0	1.1	--	--	3.9
Receiver, commission merchant.....	.1	--	.2	.7	.6	3.0	1/	4.5
Receiver-jobber, service wholesaler, commission merchant.....	--	.2	--	.1	.3	--	--	.6
Jobber, jobber (delivery) secondary wholesaler, prepacker.....	--	--	1/	1/	--	.1	--	.2
Total.....	.1	.7	2.8	5.5	2.5	4.7	1/	16.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 145.--Wholesaler's sales to retail outlets, by class of firm, San Francisco-Oakland wholesale produce market, 1953

Class of seller	Type of retail outlet					Total
	Chain	Retail store, peddler	Processors, consumer	Eating place, institution, military		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	1.5	0.1	0.2	0.1		1.9
Sales agency.....	1.6	--	.2	--		1.7
L.C.L. shipper, exporter.....	--	.2	1/	--		.2
Receiver, commission merchant.....	1.5	3.7	.4	.3		6.0
Receiver jobber, service wholesaler, commission wholesaler.....	.6	11.1	1/	.7		12.4
Jobber, jobber (delivery), secondary wholesaler, prepacker.....	.4	1.7	--	.1		2.2
Purveyor.....	--	.6	--	3.7		4.3
Total.....	5.6	17.3	.8	4.9		28.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 146.--Wholesaler's out-of-town sales and total sales, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of seller	Type of out-of-town buyer						Exports	Total out- of town sales	Sales in the market:	Total sales
	Wholesaler	Chain, voluntary or cooperative group	Retailer	Processors	Eating place, institution, military	1,000 carlots				
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	7.8	8.0	--	0.3	0.4	--	--	16.5	8.8	25.3
Sales agency.....	5.1	1.3	--	--	--	--	--	6.4	5.7	12.1
L.C.L. shipper, exporter...	<u>1</u>	<u>1</u>	<u>1</u>	--	.2	.9		1.4	.3	1.4
Receiver, commission mer- chant.....	3.0	1.7	--	--	.7	.6		6.0	10.5	16.5
Receiver jobber, service wholesaler, commission										
wholesaler.....	3.2	.9	--	--	.2	--		4.3	13.1	17.4
Jobber, jobber (delivery), secondary wholesaler,										
prepackager.....	.1	--	--	--	<u>1</u>	--		.1	2.4	2.5
Purveyor, receiver- purveyor.....	.1	.1	--	--	.7	--		.9	4.3	5.2
Total.....	19.3	12.0	<u>1</u>	.3	2.4	1.5		35.5	44.9	80.4

1/ Less than 50 carlots

Figures may not add exactly to the total because of rounding.

Table 147.---Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Consignment	On joint account with shipper	Direct by phone or wire	Through shipping-point buying broker	Personal contact	From own or affiliated shipper or packinghouse	Through own salaried buyer	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	12	4	34	10	5	14	21	100
Commission merchant.....	66	4	8	2	--	20	--	100
Receiver-jobber.....	33	--	41	7	--	9	10	100
Service wholesaler.....	--	--	100	--	--	--	--	100
Commission wholesaler.....	91	--	5	4	--	1/	--	100
Jobber (delivery).....	--	--	100	--	--	--	--	100
Purveyor.....	5	--	95	--	--	--	--	100
Prepackager.....	--	--	100	--	--	--	--	100
Service jobber.....	100	--	--	--	--	--	--	100
Receiver-purveyor.....	9	--	80	6	--	5	--	100
Secondary wholesaler.....	--	--	100	--	--	--	--	100
L.C.L. shipper.....	--	--	72	28	--	--	--	100
Exporter.....	--	--	99	--	--	1	--	100
All wholesale handlers..	38	2	30	7	1	12	10	100

1/ Less than 0.5 percent.

Table 148.---Extent of delivery services by San Francisco-Oakland wholesale produce handlers, 1958

Type of firm	: Percentage of firms :		: Volume delivered as percentage :		: Percentage of deliveries by--			
	: providing delivery :		: of sales of-- :		:			
	service		All firms of	Firms making	Firm's	Hired	Other	
	Percent	Percent	this type	some deliveries	trucks	trucks	methods or	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	28	16		51	31	39		30
Commission merchant.....	80	26		29	5	--		95
Receiver-jobber.....	29	10		32	100	--		1/
Commission wholesaler.....	43	25		48	93	6		1
Service wholesaler.....	100	70		70	100	--		--
Jobber.....	10	1		10	100	--		--
Jobber (delivery).....	14	3		100	--	--		100
Service jobber.....	75	79		92	73	--		27
Secondary wholesaler.....	50	17		25	--	--		100
Prepackager.....	50	75		100	100	--		--
Purveyor.....	24	9		96	87	--		13
Receiver-purveyor.....	33	15		100	89	--		11
All wholesale handlers.....	31	16		41	56	10		34

1/ Less than 0.5 percent.

Table 149.--Volume and number of items prepackaged or repacked, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--					Volume prepackaged or repacked	
	One item	Two items	Four items	Total	Firms	Total	Carlots
Receiver.....	2	--	--	2	2	1/	1/
Commission merchant.....	--	--	1	1	1	1/	1/
Jobber.....	--	1	--	1	1	1/	1/
Prepackager, repacker.....	--	--	1	1	1	1/	1/
Total.....	2	1	2	5	5	653	

1/ Withheld to avoid disclosure of operation of individual firms.

Table 150.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, San Francisco-Oakland, 1958

Type of firm	Number of days credit offered--											Total
	0	1-2	7	10	14	15	30	Variable	Firms	Firms	Firms	Firms
Receiver.....	13	--	1	--	1	3	--	--	18			
Commission merchant.....	1	--	2	--	1	1	--	--	5			
Receiver-jobber.....	19	1	3	1	4	1	2	--	31			
Service wholesaler, commission wholesaler.....	4	--	1	--	3	--	--	--	8			
Jobber.....	9	--	--	--	--	1	--	--	10			
Jobber (delivery).....	7	--	--	--	--	--	--	--	7			
Service jobber.....	--	--	--	--	1	1	1	--	3			
Receiver-purveyor.....	8	--	--	--	--	--	--	1	9			
Purveyor.....	21	--	--	--	--	--	4	--	25			
Prepackager, repacker, secondary wholesaler.....	2	--	1	--	--	1	--	--	4			
L.C.L. shipper, exporter.....	4	--	--	--	--	--	--	--	4			
Total.....	88	1	8	1	10	8	7	1	124			

Table 151.--Target margins, brokerage and commission rates, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	: Average target margin of:		: Average brokerage:		Percentage of--	
	: firms quoting in		: or commission rate:		: Firms quoting	
	: terms of--		: percentage of		: target margin :	
	: Cents per	: Percentage of	: sales price	: sales price	: Firms quoting a :	: brokerage or
	: package	: sales price	:	:	: commission	: rate
	: Cents	Percent	Percent	Percent	Percent	Percent
Receiver.....	10.0	13.3	15.0	57	29	
Commission merchant...	30.2	18.5	13.9	80	60	
Receiver jobber.....	25.8	12.4	15.0	85	54	
Commission wholesaler:	--	13.6	14.3	80	100	
Service jobber.....	--	18.2	15.0	75	25	
Secondary wholesaler:	37.5	--	--	50	--	
Purveyor.....	--	15.6	15.0	75	25	
Receiver-purveyor.....	30.0	16.7	--	100	--	
Selling broker.....	10.0	6.6	5.0	27	9	
Distributor.....	12.5	--	--	50	--	
Sales agency.....	--	10.0	11.0	50	50	

Table 152.--Number of firms by type, San Francisco-Oakland wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver, commission merchant, receiver-			
jobber.....	95	98	70
Jobber.....	26	26	35
Repacker, prepackager	--	--	3
Truck jobber.....	--	3	6
Importer, exporter.....	13	8	13
Shipper, packer.....	35	27	17
All wholesale handlers.....	169	162	144
Broker.....	22	13	13
Buying broker.....	5	6	2
Distributor; sales agency.....	9	3	8
All brokers and agencies.....	36	22	23
All wholesalers.....	205	184	167
Chain.....	4	3	4
Wholesale grocer.....	10	9	1
Grand total.....	219	196	172

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer--1958.

Table 153.--Percentage of firms in business for specified periods by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:									
Receiver.....	6	--	38	19	19	12	--	6	100
Commission merchant.....	20	20	20	--	--	--	20	20	100
Receiver-jobber.....	10	17	17	20	20	10	--	13	100
Commission wholesaler.....	--	14	43	29	--	14	--	--	100
Service wholesaler.....	--	--	100	--	--	--	--	--	100
All primary handlers.....	8	8	28	19	15	10	2	10	100
Secondary handlers:									
Jobber.....	--	14	29	43	14	--	--	--	100
Jobber (delivery).....	--	--	50	--	17	33	--	--	100
Service jobber.....	--	25	25	--	25	25	--	--	100
Secondary wholesaler.....	--	--	50	50	--	--	--	--	100
Purveyor.....	8	25	8	17	17	17	--	8	100
Receiver-purveyor.....	25	--	50	25	25	--	--	--	100
Prepackager.....	--	50	--	50	--	--	--	--	100
All secondary handlers.....	5	16	27	19	16	14	--	3	100
Others:									
L.C.L. shipper.....	--	--	50	--	--	50	--	--	100
Exporter.....	--	--	--	--	--	--	--	100	100
Subtotal.....	--	--	25	--	--	--	--	50	100
All wholesale handlers.....	7	11	28	19	16	11	1	7	100
Brokers and distributors:									
Selling broker.....	--	8	59	25	--	8	--	--	100
Carlot distributor.....	--	--	25	25	25	25	--	--	100
Distributor.....	--	--	75	25	--	--	--	--	100
All brokers and distributors.....	--	5	55	25	5	10	--	--	100
Sales agencies:									
Cooperative.....	--	--	--	33	34	33	--	--	100
Importer's.....	--	--	--	100	--	--	--	--	100
All sales agencies.....	--	--	--	50	25	25	--	--	100
All brokers and agencies.....	--	4	46	29	8	13	--	--	100
All wholesalers.....	6	10	31	21	14	11	1	6	100

Table 154.--Change in sales volume between 1948 and 1958, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Percent of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	Percent	Percent	Percent	Percent
Primary handlers:				
Receiver.....	70	10	20	100
Commission merchant.....	100	--	--	100
Receiver-jobber.....	69	12	19	100
Commission wholesaler.....	75	25	--	100
Service wholesaler.....	100	--	--	100
All primary handlers....	73	12	15	100
Secondary handlers:				
Jobber.....	67	33	--	100
Jobber (delivery).....	50	50	--	100
Service jobber.....	67	33	--	100
Secondary wholesaler.....	50	50	--	100
Purveyor.....	22	11	67	100
Receiver-purveyor.....	33	34	33	100
Prepackager, repacker.....	--	--	100	100
Subtotal.....	42	29	29	100
Others:				
L.C.L. shipper.....	100	--	--	100
Exporter.....	100	--	--	100
All wholesale handlers....	61	19	20	100
Brokers and distributors:				
Selling broker.....	70	20	10	100
Carlot distributor.....	67	33	--	100
Distributor.....	25	--	75	100
Subtotal.....	59	18	23	100
Sales agencies:				
Cooperative.....	50	25	25	100
All brokers and agencies....	57	19	24	100
All wholesalers.....	60	19	21	100

Table 155.--Number of firms and volume handled, by market area and type of firm, Tulsa wholesale produce market, 1958

Type of firm	North Trenton Street			Other Tulsa		
	Firms		Volume	Firms		Volume
	Total	Large		Total	Large	
	Firms	Firms	Carlots	Firms	Firms	Carlots
Primary handlers:						
Receiver.....	2	0	<u>1/</u>	--	--	--
Receiver-jobber.....	1	0	<u>1/</u>	1	--	<u>1/</u>
Service wholesaler.....	1	1	<u>1/</u>	--	--	--
Wholesale grocer.....	--	--	--	1	--	<u>1/</u>
Subtotal.....	4	1	<u>1/</u>	2	--	<u>1/</u>
Secondary handlers:						
Jobber, purveyor.....	3	--	<u>1/</u>	1	--	<u>1/</u>
Truck jobber.....	--	--	--	3	--	180
Prepackager, repacker.....	4	--	300	--	--	--
Subtotal.....	7	--	640	4	--	<u>1/</u>
All wholesale handlers.....	11	1	<u>1/</u>	6	--	<u>1/</u>
Brokers and distributors:						
Selling broker.....	--	--	--	1	1	<u>1/</u>
All wholesalers.....	11	1	<u>1/</u>	7	1	<u>1/</u>
Chains:						
National chain.....	--	--	--	1	1	<u>1/</u>
Voluntary group.....	--	--	--	1	1	<u>1/</u>
All retail organizations.....	--	--	--	2	2	<u>1/</u>
Grand total.....	11	1	1,785	9	3	4,925

1/ Withheld to avoid disclosure of individual operations.

Table 156.--Number of firms by size and type, and percentage of volume handled, by each size and type, Tulsa wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Volume handled	Quantity	Percentage of total market		Small firms	Medium firms	Large firms
				Firms	Percent			
Primary handlers:	Firms	Carlots		Firms	Percent	Firms	Percent	Percent
Receiver.....	2	2/		1	2/	--	16	84
Receiver-jobber.....	2	2/		1	2/	--	30	70
Service wholesaler.....	1	2/		--	2/	1	--	100
Wholesale grocer.....	1	2/		--	2/	--	100	--
Subtotal.....	6	1,845		2	28	1	13	60
Secondary handlers:								27
Jobber.....	3			2				
Purveyor.....	1	692		1	10	--	41	59
Truck jobber.....	3	180		3	3	--	100	--
Prepackager, repacker.....	4	300		4	4	--	100	--
Subtotal.....	11	1,172		9	17	--	53	2/47
All wholesale handlers.....	17	3,017		11	45	1	29	55
Brokers and distributors:								2/16
Selling broker.....	1	2/		--	2/	1	--	100
All wholesalers.....	18	2/		11	2/	2	20	2/
Chains:								
National chain.....	1	2/		--	2/	1	--	100
Voluntary group.....	1	2/		--	2/	--	--	100
All retail organizations.....	2	2/		--	2/	2	--	100
Grand total.....	20	6,730		11	100	4	13	25

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of individual firm's operation.

Table 157.--Degree of specialization of wholesalers, by type of firm, Tulsa wholesale produce market, 1958

(Percent of each type of firm)				
Type of firm	Firms handling complete: line of produce		Firms specializing in--	
	No special- ization	Plus other types of food	A single commodity	Several commodities of different classes
	Percent	Percent	Percent	Percent
Primary handlers:				
Receiver.....	50	--	--	50
Receiver-jobber.....	100	--	--	--
Service wholesaler.....	100	--	--	--
Wholesale grocer.....	--	100	--	--
All primary handlers...	66	17	--	17
Secondary handlers:				
Jobber.....	--	--	100	--
Truck jobber.....	100	--	--	--
Purveyor.....	100	--	--	--
Prepackager, repacker....	--	--	100	--
All secondary handlers..	36	--	64	--
All wholesale handlers.....	47	6	41	6
Brokers and distributors:				
Selling broker.....	--	--	--	100
All wholesalers.....	44	6	39	11

Percent of total sales of each group sold by firms with a complete line:

All wholesale handlers	76 percent
Brokers and agencies	0

Table 158.--Tulsa produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Receiver-jobber	Wholesale grocer	Total Tulsa firms owned or controlled by outside firms
	Firms	Firms	Firms
Multi-unit firm.....	1	1	2

Table 159.--Purchases from outside the market, by class of firm, Tulsa wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies, brokers and importers in other cities	Other terminal markets	Local growers	Total	Volume by- passing the Tulsa market	Volume passing through Tulsa market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Brokers.....	2/	--	--	--	2/	0.1	2/
Receiver, receiver-jobber, service wholesaler, whole- sale grocer.....	.8	1/	0.1	0.1	1.0	--	1.0
Jobber, purveyor.....	.1	1/	.3	--	.4	--	.4
Repacker, prepacker.....	.3	--	--	--	.3	--	.3
All wholesalers.....	2/	.1	.4	.1	2/	.1	2/
Chain, voluntary group.....	1.4	.1	.2	.1	1.9	--	1.9
Retailer, processor.....	--	--	.5	.1	.5	--	.5
Grand total.....	4.1	.2	1.1	.2	5.6	.1	5.5

1/ Less than 50 carlots.

2/ Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 160.--Wholesaler's sales to other Tulsa wholesalers, by class of firm, Tulsa wholesale produce market, 1958

Class of buyer	Type of wholesale buyer				Total
	Receiver, receiver-jobber, service wholesaler, wholesale grocer	Truck jobber	Jobber, purveyor		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker.....	0.9	--	--		0.9
Receiver, receiver-jobber, service wholesaler, whole-sale grocer.....	--	<u>1/</u>	0.1		.1
Jobber, purveyor.....	<u>1/</u>	<u>1</u>	--		.1
Repacker, prepackager.....	--	<u>1/</u>	.1		.1
Total.....	.9	.2	.2		1.3

1/ Less than 50 carlots.

Figures may not add exactly to total because of rounding.

Table 161.--Wholesalers' sales to retail outlets, by class of firm, Tulsa wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain, voluntary groups	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	0.4	--	--	--	0.4
Receiver, receiver-jobber, service wholesaler, whole-sale grocer.....	.2	0.6	<u>1/</u>	0.1	1.0
Jobber, purveyor.....	--	.1	--	.4	.5
Truck jobber.....	--	.1	--	--	.1
Repacker, prepackager.....	--	.2	--	--	.2
Total.....	.6	1.1	<u>1/</u>	.4	2.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 162.---Wholesaler's out-of-town sales and total sales, by class of firm, Tulsa wholesale produce market, 1958

Class of seller	Type of out-of-town buyer					Total out- of-town sales	Sales in the market	Total
	Wholesaler:	Chain, voluntary: or cooperative group	Retailer:	Eating place, institution, military	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	2/	--	--	--	1,000 carlots	1,000 carlots	1.3	2/
Receiver, receiver-jobber, service wholesaler, whole- sale grocer.....	--	0.2	0.4	1/	1,000 carlots	1,000 carlots	1.2	1.9
Jobber, purveyor.....	.1	--	--	--	1,000 carlots	1,000 carlots	.6	.7
Truck jobber.....	--	--	.1	--	1,000 carlots	1,000 carlots	.1	.2
Repacker, repackager.....	--	--	--	--	1,000 carlots	1,000 carlots	.3	.3
Total.....	2/	.2	.5	1/	1,000 carlots	1,000 carlots	3.4	2/

1/ Less than 50 carlots.

2/ Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 163.---Percentage distribution of shipping point purchases made by each type of firm, by method of purchase, Tulsa wholesale produce market, 1958

Type of firm	Direct by phone or wire		Through shipping point buying broker		Personal contact		Total
	Percent	Percent	Percent	Percent	Percent	Percent	
Receiver, receiver-jobber, service wholesaler, wholesale grocer.....	82	7	11				100
Jobber, purveyor.....	53	42	--				100
Repackager, repacker.....	50	50	--				100
All wholesale handlers.....	71	22	7				100

Table 164.--Extent of delivery service by Tulsa wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service		Volume delivered as percentage of sales of--		Percentage of deliveries by--			
	Percent	Percent	All firms of this type	Firms making some deliveries	Firm's trucks	Hired trucks	Other methods or unknown	
Receiver.....	100	87	87	87	100	--	--	
Receiver-jobber.....	100	99	99	99	100	--	--	
Service wholesaler.....	100	100	100	100	100	--	--	
Wholesale grocer.....	100	100	100	100	--	--	100	
Jobber.....	100	23	23	23	99	--	1	
Truck jobber.....	100	100	100	100	--	--	100	
Purveyor.....	100	100	100	100	--	--	100	
Prepackager, repacker....	100	50	50	50	--	--	100	
Wholesale handlers....	100	84	84	84	61	--	39	

Table 165.--Volume and number of items prepackaged or repacked, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Firms packaging or repacking--			Volume prepackaged or repacked		
	One item	Two items	Three items	Total	Firms	Carlots
Receiver.....	1	1	--	2	2	1/
Receiver-jobber.....	1	--	1	2	2	1/
Service wholesaler.....	--	--	1	1	1	1/
Jobber.....	2	--	--	2	2	1/
Prepackager, repacker.....	4	--	--	4	4	300
Total.....	8	1	2	11	11	581

1/ Withheld to avoid disclosure of individual firm's operations.

Table 166.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Tulsa, 1958

Type of firm	Number of days credit offered--				
	1-2	7	14	15	Total
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber, service wholesaler.....	--	1	2	1	4
Jobber.....	3	--	--	--	3
Total.....	3	1	2	1	7

Table 167.--Number of employees, by type and size of firm, Tulsa wholesale produce market, 1958

Type of firm	All firms	Size of firm, by 1958 sales volume			
		Less than 200 carlots	200 to 499 carlots	500 or more carlots	
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver, receiver-jobber, service wholesaler.....	5	102	18	52	32
Jobber, purveyor.....	4	18	6	12	--
Truck jobber.....	3	3	3	--	--
Prepackager, repacker.....	4	12	12	--	--
All wholesale handlers..	16	135	39	64	32
Selling broker.....	1	3	--	--	3
Chain.....	2	43	--	--	43
Grand total.....	19	181	39	64	78

Table 168.--Target margins by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Average target margin of firms quoting in terms of--		Percentage of firms quoting a target margin
	Cents per package	Percentage of sales price	
	<u>Cents</u>	<u>Percent</u>	<u>Percent</u>
Receiver-jobber.....	--	--	--
Service wholesaler.....	--	16.0	100
Jobber.....	4.0	16.0	100

Table 169.--Number of firms, by type, Tulsa wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....:	7	5	11
Jobber.....:	2	2	3
Repacker, prepackager.....:	--	--	--
Truck jobber.....:	8	8	9
Trucker.....:	--	1	2
Shipper, packer.....:	1	1	1
All wholesale handlers.....:	18	17	26
Broker.....:	4	3	2
Distributor, sales agency.....:	1	1	--
All brokers and agencies...:	5	4	2
All wholesalers.....:	23	21	28
Chains.....:	4	3	1
Wholesale grocer.....:	8	5	2
Grand total.....:	35	29	31

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 170.---Percentage of firms in business for specified periods, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	--	--	50	50	--	--	--	--	100
Receiver-jobber.....	--	--	--	--	50	--	--	50	100
Service wholesaler.....	--	--	100	--	--	--	--	--	100
All primary handlers.....	--	--	40	20	20	--	--	20	100
Jobber.....	--	--	100	--	--	--	--	--	100
All wholesale handlers.....	--	--	64	12	12	--	--	12	100
Selling broker.....	--	--	--	--	--	--	100	--	100
All wholesalers.....	--	--	56	11	11	--	11	11	100

Table 171.---Change in sales volume between 1948 and 1958, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Percent of firms reporting specified changes in sales			Total	
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more		
	Percent	Percent	Percent	Percent	Percent
Primary handlers.....	40	--	60	100	100
Jobber (delivery).....	--	--	100	100	100
All wholesale handlers.....	25	--	75	100	100

Table 172.--Number of firms and volume handled, by market area and type of firm, Wichita wholesale produce market, 1958

Type of firm	Wichita jobbing market			City market 1/			Other areas		
	Firms		Volume	Firms		Volume	Firms		Volume
	Total			Total					
	Large 2/			Large 2/			Large 2/		
Receiver, receiver-jobber.....	4	2	3/	--	--	--	1	--	2/
Truck jobber, service jobber...	3	--	3/	--	--	--	1	--	3/
Purveyor, receiver-purveyor...	3	--	168	--	--	--	--	--	--
Prepackager, repacker.....	2	--	3/	--	--	--	1	--	3/
Selling broker, sales agency...	4	2	1,934	--	--	--	--	--	--
Merchant trucker.....	1	--	3/	6	--	3/	--	--	--
All wholesalers.....	17	4	4,027	6	--	2/	3	--	2/
Chain.....	1	--	3/	--	--	--	2	2	3/
Grand total.....	18	4	2/	6	--	3/	5	2	3/

1/ Enclosed farmers' market.

2/ "Large" firms are those selling 500 or more carlots.

3/ Withheld to avoid disclosure of operations of individual firms.

Table 174.--Degree of specialization of wholesalers, by type of firm, Wichita wholesale produce market, 1958

Type of firm	(Percent of each type of firm)					
	Firms handling complete line of produce		Firms specializing in--			
	No specialization	Percent	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
Receiver, receiver-jobber....		60	--	--	40	--
Service jobber, truck jobber..		100	--	--	--	--
Purveyor, receiver-purveyor..		100	--	--	--	--
Prepackager.....		--	--	--	100	--
Merchant trucker.....		--	57	--	14	29
All wholesale handlers....		46	18	--	27	9
Selling broker, sales agency..		50	--	25	25	--
All brokers and agencies..		50	--	25	25	--

Table 175.--Purchases from outside the market, by class of firm, Wichita wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies or brokers in other cities	From local growers	Other terminal markets	Total	Volume by- passing the Wichita market	Volume passing through the Wichita market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	1.9	--	--	--	1.9	0.6	1.3
Receiver, receiver-jobber...	.3	0.3	1/	0.3	.9	--	.9
Truck jobber, service jobber:	--	--	--	--	--	--	--
Merchant trucker.....	.3	--	--	--	.3	--	.3
Purveyor, receiver purveyor:	--	.1	1/	--	.1	--	.1
Repacker, prepacker.....	.1	--	--	--	.1	--	.1
All wholesalers.....	2.7	.4	1/	.3	3.4	.6	2.8
Chain, voluntary group.....	1.2	.8	1/	.1	2.1	--	2.1
Retailer, processor, eating place.....	--	--	.1	.6	.7	--	.7
Grand total.....	3.9	1.2	.1	1.0	6.2	.6	5.6

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 176.--Wholesalers' sales to other Wichita wholesalers, by class of firm, Wichita produce market, 1958

Class of seller	Type of wholesale buyer					Total
	Receiver, receiver-jobber	Truck jobber, service jobber	Merchant trucker	Purveyor, receiver-purveyor	Repacker, prepackager	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency..	1.0	--	--	<u>1/</u>	--	1.0
Receiver, receiver-jobber.....	<u>1/</u>	0.1	<u>1/</u>	.1	<u>1/</u>	.2
Merchant trucker.....	--	<u>1/</u>	--	<u>1/</u>	--	<u>1/</u>
Purveyor, receiver-purveyor.....	--	<u>1/</u>	--	--	--	<u>1/</u>
Repacker, prepackager..	--	--	--	<u>1/</u>	--	<u>1/</u>
Total.....	1.0	.1	<u>1/</u>	.1	<u>1/</u>	1.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 177.--Wholesalers' sales to retail outlets by class of firm, Wichita wholesale produce market, 1958

Class of seller	Type of retail outlet			Total
	Chain, voluntary group	Retail store, peddler	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	0.3	--	--	0.2
Receiver, receiver-jobber...	.1	0.7	0.2	1.0
Truck jobber, service jobber:	--	<u>1/</u>	<u>1/</u>	<u>1/</u>
Merchant trucker.....	.2	.2	--	.3
Purveyor, receiver-purveyor..	--	<u>1/</u>	.2	.2
Repacker, prepackager.....	.1	<u>1/</u>	<u>1/</u>	.1
Total.....	.8	.9	.4	2.0

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 178.--Wholesaler's out-of-town sales and total sales, by class of firm, Wichita wholesale produce market, 1958

Class of seller	Total out-of-town buyers--					Total out--		Sales in		Total sales
	:Chain, voluntary:					: of town		: the market		
	: Wholesaler:	: or cooperative:	: Retailer:	: institutional:	: outlets:	: carlots	: carlots	: carlots	: carlots	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, sales agency.....	0.1	0.5	--	--	--	0.6	1.3	1.9	1.9	
Receiver, receiver-jobber....	.2	.2	.3	0.1	--	.7	1.2	1.9	1.9	
Truck jobber, service-jobber..	--	--	.1	1/	1/	.1	1/	.4	.1	
Merchant trucker.....	--	--	1/	--	--	1/	.4	.2	.4	
Purveyor, receiver-purveyor...	--	--	--	--	--	--	.2	.2	.2	
Repacker, repackager.....	--	--	1/	--	--	1/	.2	.2	.2	
Total.....	.2	.7	.4	.1	--	1.4	3.2	4.7	4.7	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 179.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Wichita wholesale produce market, 1958

Type of firm	Consignment		Direct by		Through own		From shipping-point		Personal		Total
	Percent	Percent	phone or wire	salariied buyer	farmers' market	contact	Percent	Percent	Percent	Percent	
Receiver, receiver-jobber:	8	92	--	--	--	--	--	--	--	100	
Merchant trucker.....	--	--	--	--	--	--	--	100	100	100	
Repacker, repackager.....	--	--	84	16	--	--	--	--	--	100	
All wholesale handlers:	9	31	16	3,	41	100					

Table 180.--Extent of delivery services by Wichita wholesale produce handlers, 1958 ^{1/}

Type of firm	Percentage of firms providing delivery service	Volume delivered as percentage of sales of--	
		All firms of this type	Firms making some deliveries
	Percent	Percent	Percent
Receiver, receiver-jobber.....	100	84	84
Truck jobber, service-jobber..	100	100	100
Purveyor, receiver-purveyor...	100	99	99
Repacker, prepackager.....	100	100	100
Merchant trucker.....	71	72	97
All wholesale handlers.....	91	85	88

^{1/} All deliveries in firm's own trucks.

Table 181.--Volume and number of items prepackaged or repacked, by type of firm, Wichita wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Total	Volume pre- packaged or repacked
	One item	Two items	Three items		
	Firms	Firms	Firms	Firms	Carlots
Receiver, receiver-jobber.....	2	1	1	4	^{1/}
Truck jobber, service-jobber..	--	--	1	1	^{1/}
Repacker, prepackager.....	1	2	--	3	152
All wholesale handlers.....	3	3	2	8	^{1/}
Chain.....	1	--	--	1	^{1/}
Total.....	4	3	2	9	306

^{1/} Withheld to avoid disclosure of individual operations.

Table 182.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Wichita, 1958

Type of firm	Number of days credit offered				Total
	0	1-2	7	30	
	Firms	Firms	Firms	Firms	Firms
Receiver, receiver-jobber.....	--	1	2	--	3
Purveyor, receiver-purveyor....	--	--	--	1	1
Repacker, prepackager.....	--	2	1	--	3
Merchant trucker.....	3	2	2	--	7
All wholesale handlers.....	3	5	5	1	14

Table 183.--Number of employees, by type and size of firm, Wichita wholesale produce market, 1958

Type of firm	All firms	Small firms ^{1/}	Medium firms ^{1/}	Large firms ^{1/}
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver, receiver-jobber....:	5	77	4	20
Truck jobber, service-jobber.:	4	10	10	--
Purveyor, receiver-purveyor.:	3	18	18	--
Repacker, prepackager.....:	3	13	13	--
Merchant trucker.....:	5	9	9	--
All wholesale handlers....:	20	127	54	20
Selling broker.....:	2	3	--	--
Chains.....:	3	67	5	62
Grand total.....:	25	197	59	20
				118

^{1/} Small firms had sales of less than 200 carlots, medium firms 200 to 499 carlots, large firms 500 or more carlots.

Table 184.--Target margins, Wichita wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
Receiver, receiver-jobber.....:	13.4	80
Purveyor, receiver-purveyor....:	20.0	67
Prepackager, prepackager.....:	10.8	100
Merchant trucker.....:	12.1	100

Table 185.--Number of firms, by type, Wichita wholesale produce market, 1939, 1948 and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....:	15	12	5
Jobber.....:	2	1	2
Truck jobber.....:	1	9	4
Shipper; packer.....:	5	3	--
All wholesale handlers.....:	23	25	11
Broker.....:	7	5	2
Distributor, sales agency.....:	2	2	2
All brokers and agencies.....:	9	7	4
All wholesalers.....:	32	32	15
Chain.....:	2	2	1
Wholesale grocer.....:	1	3	3
Grand total.....:	35	37	19

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue, The Packer--1958.

Table 186.--Percentage of firms in business for specified periods by type of firm, Wichita wholesale produce market, 1958

Type of firm	1-4 years	10-19 years	20-29 years	30-39 years	60 years or more	Total reporting
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver, receiver-jobber.....	20	60	--	--	20	100
Purveyor, receiver-purveyor.....	--	33	67	--	--	100
Truck jobber, service-jobber.....	--	100	--	--	--	100
Repacker, repackager.....	33	33	--	33	--	100
Merchant trucker.....	40	60	--	--	--	100
Selling broker, sales agency.....	--	--	50	50	--	100
All wholesalers.....	18	54	14	9	5	100

Table 187.--Change in sales of wholesalers between 1948 and 1958, Wichita produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	Percent	Percent	Percent	Percent
Receiver, receiver-jobber.....	25	--	75	100
Purveyor, receiver-purveyor.....	--	33	67	100
Truck jobber, service jobber.....	75	25	--	100
Repacker, repackager.....	--	--	100	100
Merchant trucker.....	--	67	33	100
Selling broker, sales agency.....	100	--	--	100
All wholesalers.....	39	17	44	100

APPENDIX: TERMS USED IN THIS STUDY

Types of Firms

Brokers and agencies (firms that do not physically handle merchandise although they may arrange for such physical handling by others):

Auction representative
Buying broker
Buying office
Cooperative sales agency
Carlot distributor
Distributor
Export agent

Import agent
Importer's sales agency
Sales agent
Selling broker
Shipper's sales agency
Terminal broker

Retail organizations:

Corporate chains:
National chain
Regional chain
Local chain
Local chain without warehouse

Voluntary group
Retail cooperative

Wholesale handlers (firms that physically handle merchandise):

Auction
Banana jobber
Commission importer
Commission wholesaler
Commission merchant
Exporter
Importer
Institutional grocer
Itinerant trucker
Jobber
Jobber (delivery)
L.c.l. shipper
Merchant trucker

Mixed load shipper
Packer-shipper
Prepackager
Purveyor
Receiver
Receiver-jobber
Receiver-purveyor
Repacker
Secondary wholesaler
Service jobber
Service wholesaler
Truck jobber
Wholesale grocer

Definitions of Terms

Auction.--A terminal market fruit auction which acts strictly as a service agency, providing facilities and organization for selling and handling the produce (or arranging for such handling), but having no financial interest in the produce.

Auction representative.--A selling broker more than half of whose business is on the fruit auction as a shipper's representative.

Buying broker.--Buys in less-than-carload lots in the terminal market, including the fruit auction, for out-of-town wholesalers and chainstores or for local retailers. May arrange for loading and shipment, but does not handle the produce himself. In some cases, he may accept the billing for the merchandise (especially when buying for foreign customers, usually Canadian) but this is done as a convenience for the buyer.

Brokers and agencies.--Firms which do not physically handle the produce, although they may arrange for such physical handling by others.

Buying office.--A salaried buyer for an out-of-town wholesaler or chainstore. Arranges for loading and shipment but does not handle the produce himself.

Carlot distributor.--Buys and sells full carlots and takes title. He may do some brokerage business as well. Does not physically handle the produce.

Commission importer.--An importer who operates on a commission basis.

Commission merchant.--A receiver who handles more than half his produce on consignment from growers or shippers.

Commission wholesaler.--A receiver-jobber who handles more than half of his produce on consignment from growers or shippers, often nearby growers.

Cooperative sales agency.--Salaried representative of a farmer cooperative in the terminal market. Does not physically handle produce.

Direct purchases from shipping point.--Purchases by the buying firm from sellers located at a shipping point.

Direct receipts from shipping point.--Receipts of produce directly from shipping point, including both direct purchases from shipping point and purchases from brokers, sales agencies, and others in the terminal market where the actual shipment is made directly to the first receiver.

Distributor.--Buys full carlots or trucklots. Sells in l.c.l. quantities to wholesalers, chainstores, and others. Does not physically handle the produce. Sells out of car, either before or after receipt. May do some brokerage business as well.

Exporter.--Buys produce on his own account and ships to foreign countries or to noncontiguous areas of the United States (for example, Alaska, Hawaii, Puerto Rico).

Firm.--The firm in this study is a separate business operation. It does not necessarily coincide with the legal or other definition of the firm. For example, a single corporation which operated a prepackaging plant and a receiving operation generally would be treated as two firms in this study. The relationship between the two firms so defined is indicated under interfirm relationships. This type of definition permits us to treat different types of operations as relatively pure single-function firms, rather than trying to handle multiple operations as a single firm which does not fit in any category.

Import agent.--A broker for imported goods.

Importer.--Imports produce from foreign countries and takes title.

Importers' sales agency.--Salaried representative of an importer (usually a banana importer) in the terminal market. Does not physically handle produce.

Itinerant trucker.--A trucker who does not maintain a store or warehouse. Usually buys on speculation and hauls to another city where he hopes to resell at a higher price. May operate as a for-hire trucker at one time and as an itinerant trucker of another time.

Jobber.--Purchases more than half his produce from wholesale handlers in the local market. Sells more than half his produce to retail stores and institutional outlets. Handles the merchandise through his own store.

Jobber(delivery).--A jobber who delivers more than half his produce to his customers.

L.c.l. shipper.--Buys in the terminal market and takes title. Ships less-than-carload lots to wholesalers and chainstores in other markets.

Large firms.--Those selling 500 or more carlots of produce annually.

Local chain.--A corporate chain with only one warehouse distribution area.

Local chain without warehouse.--A local chain which does not operate its own produce warehouse, although it almost always operates a dry grocery warehouse.

Market.--The standard metropolitan statistical area or, if area has not been defined, the county concerned.

Market area.--A limited area within the market where firms are concentrated.

Medium firms.--Those selling 200 to 499 carlots of produce annually.

Merchant trucker.--A trucker who buys at shipping point or in other markets and hauls in his own truck to the terminal market where he maintains a store or warehouse.

Mixed load shipper.--Buys in the terminal market and takes title. Ships full loads (mostly truckloads) to wholesalers in other markets.

National chain.--The three largest chainstores with warehouse distribution areas over more than half the country.

Packer-shipper.--Receives products directly from farms, packs and ships. Most such firms are, of course, located in the country, but a few are found in markets such as Los Angeles.

Produce.--Used interchangeably with "fresh fruits and vegetables."

Purveyor.--A jobber who sells more than half his produce to hotels, restaurants, and institutions.

Receiver.--Purchases produce for own account usually in full carlots or truckloads. Direct receipts from shipping point account for more than half his purchases. Performs the physical functions of unloading and handling in his own facilities, on team track, or at the terminal. More than half his sales are to other wholesalers, chainstore warehouses or processors.

Receiver-jobber.--Direct receipts from shipping point are more than half his purchases. More than half his sales are to retail stores and institutional outlets. Receives and handles produce in his own warehouse or store.

Receiver-purveyor.--A purveyor who receives more than half his produce direct from shipping point.

Regional chain.--A corporate chainstore organization with two or more warehouse distribution areas.

Repacker, prepackager.--A prepackager has more than half his produce in consumer packages. A tomato repacker ripens, sorts, and packages tomatoes.

Retail cooperative.--A wholesale operation owned by member retailers.

Sales agent.--An independent selling agency for a wholesaler, who receives a commission on sales made for the principal. Typically a one-man operation selling for a purveyor.

Secondary wholesaler.--A wholesaler who buys from local wholesale handlers and resells to other wholesalers such as jobbers and truck jobbers. Handles the produce and takes title.

Selling broker.--Negotiates sales on behalf of a number of shippers, but does not take title and does not physically handle the produce.

Service jobber.--A service wholesaler who buys more than half his produce from local wholesale handlers.

Service wholesaler.--A receiver-jobber who performs additional services for his customers, the retail stores, such as suggesting retail prices, training produce personnel, and assisting with advertising and merchandising.

Shipper's sales agency.--Sales office for packers and shippers located in the terminal market.

Small firms.--Those selling less than 200 carlots of produce annually.

Terminal broker.--Operates like a selling broker except that he represents buyers rather than sellers, and collects his fee from the buyer.

Truck jobber.--A jobber who conducts his business from his truck. He does not sell from a store, but usually has a regular customer route, delivering on a fixed schedule.

Voluntary group.--A group of retail stores sponsored by an independent wholesale grocer.

Wholesale grocer.--A receiver-jobber or service wholesaler whose main line is dry groceries and who does not sponsor a voluntary group or retailer cooperative.

Wholesale handlers.--Firms which physically handle the merchandise.

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